

IF THE SUIT FITS:  
THE IMPACT OF CLOTHING ON ELECTORAL SUCCESS

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By

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## **Abstract**

Political imagery has been an important consideration for as long as there were politicians. Franklin Delano Roosevelt famously hid his need for a wheelchair, as he believed that it would make him look weak and hinder his electoral success. A perusal of images of Vladimir Putin may have you questioning whether he spends more time bare-chested than not. And comedians have had a glut of material to work with recently with the fashion misadventures of politicians like Donald Trump and Roy Moore. However, these examples all come from popular media and little academic research has been conducted on the role of clothing and fashion on a politician's voter appeal.

Most contemporary research on appearance and political appeal has focused on physical features rather than malleable traits. This program of research has approached this gap in the study of clothing on a politician's appeal to discover whether different categories of fashion clothing can impact a politician's voter appeal, as measured by candidate likability and voting intentions. Using Bell's (1991) categorization of men's fashion, two studies were planned with a corresponding pre-study for each. Participants were drawn from undergrad students for each study.

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## **CHAPTER 1: INTRODUCTION**

Following the Presidential victory of Donald Trump, a group called 314 Action has been formed with the goal of bringing more scientists and academics into the world of politics (Yong 2017). Suppose you are one of these academics, and you have the desire to serve in public office as a defender of evidence-based research and the scientific method. You have a well established platform, and know which key planks you want to be recognized for. But you're unsure of how to best carry yourself in order to be seen as a competent politician, in spite of your complete lack of experience. You may be unfamiliar with politics, but you are familiar with research pertaining to leadership and your institution's library database, and proceed to search for all the peer-reviewed journal articles you can find on what a competent and successful political candidate looks like. The existing research shows that political imagery, the images and popular conception of a politician composed of his or her political, socio-economic, and cultural positions (Phipps, Brace-Govan, and Jevons 2010; Reeves, de Chernatony, and Carrigan 2006; Scammell 2015) plays an important role in the formation of a brandidate, a modern politician who is an expert at constructing a unique political image that uses the attributes of brands and brand image to further enhance their appeal to voters (Kaneva and Klemmer 2016; Needham 2005; Nielsen 2017; Speed, Butler, and Collins 2015). Searching further into how to successfully manipulate your political imagery would soon leave you dejected, as the research seems to focus on features you were born with, such as the appearance of your face (Hoegg and Lewis 2011), or your skin tone (Leigh and Susilo 2009). If you were not blessed with an "attractive" or "competent" appearing face, it seems that you will be put on the back foot, adding to the difficulties of being a first-time candidate.

There is a notable gap in the body of research that has gone into appearances of candidates and the link with electoral success; past research has looked at permanent features rather than malleable assets. Research into clothing and fashion has shown that clothing can serve as one of the primary elements in constructing a first impression (Howlett et al. 2012); fashion being clothing ensembles that carry cultural meanings both from a consumer and a manufacturer point of view (Fowler, Muncy, and Iyer 2017; McCracken 1986; Preiholt 2012). As a cultural construct, fashion has gone through many changes, and male fashion has become a sphere that is more and more accepted (Thompson and Haytko 1997). There is a growing body of work in the

academic literature examining the way men engage with fashion such as Barry and Phillips (2016a) and Noh et al. (2015). Popular media and social networks have fostered the growth of male fashion subcultures; established high-fashion periodicals like *GQ* has over 3.7 million followers on the popular social media platform Instagram, and amateur photographers like Scott Schuman (The Sartorialist) has turned a popular menswear blog into a successful brand.

The popular and fashion press has been scrutinizing politician clothing for decades, with great attention paid to the suits worn by politicians. While the suit is often seen as a uniform-like standard of dress, there are many faux pas that arise from changes with the fashion of the day. Politicians are not immune to making such mistakes, and can find themselves openly mocked in the pages of the fashion press. In fact, *GQ*'s critique of President Trump began with his fashion miscues as a candidate, and now with *GQ*'s hiring of Keith Olbermann, has led to full-on policy commentary as well (*GQ* 2017). Yet despite the growing acceptance of male fashion engagement and the known media focus on politicians' clothing, this researcher has been unable to uncover pertinent research into the role clothing plays in electoral success in the same manner that facial features do.

In order to address this missing gap, this study examines the role politicians' fashion choices plays in eliciting positive responses from voters, specifically, the *impact of fashion for male political candidate voter appeal*. To achieve this goal, this study first integrates an understanding of the role brand imagery has on political marketing with existing literature into identity formation through fashion for both women (which has much more extensive research) and men. From there, experimental studies are conducted to identify the role fashion has on how voters perceive a male political candidate, and whether fashion elements can be manipulated to increase voter appeal. This study examines the role clothing and fashion plays on audiences' perceptions of politicians, a logical extension of the current research into features response.

This study attempts to further the understanding of the role that clothing and fashion plays in the power dynamics of the modern world. An important consideration of this power dynamic is whether a younger generation finds clothing that is reflective of a conservative establishment to be more positive in positions of power, or clothing that reflects a more casual and progressive economy as epitomized by Silicon Valley to be more positive. Casual clothing may be seen as representative of a progressive economy, evolving or subordinate and marginalized masculinity

that rebel against the cultural norms (Holt and Thompson 2004). This is contrasted with more conservative clothing that is representative of traditional power structures, hegemonic masculinity, and is patriarchal (Kachel, Steffens, and Niedlich 2016). Findings from this study may be compared with the results with those of Bell's (1991) study into the categories of men's clothing, illustrating the differences that nearly 30 years of clothing changes has had on the way people perceive of male fashion. From a practical perspective, campaign managers will be able to use the findings of this study to select the clothing of their political candidates to maximize their voter appeal. Mark Zuckerberg serves as an illustration for this study. He has recently begun to wear the traditional politician's suit more frequently as seen in Figure 1-1, sparking rumors of a potential presidential run (Griffin 2017). However, the appearance of Mark Zuckerberg in a suit testifying in front of Congress has led many commentators to point out how jarring the sudden switch is for a man well known for his adherence to the casual billionaire look of Silicon Valley (Lakin 2018). Mark Zuckerberg's wardrobe transition and criticism best illustrates how no one knows what role clothing plays for male politicians. This study seeks to help determine whether the casual hoodie or the traditional suit among others will help to garner voter appeal for a political figure.



Figure 1-1

Mark Zuckerberg (Paul Marotta/Getty Images, retrieved from Griffin 2017)

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Images in Political Advertising

Political advertising expresses political messages to audiences in a manner that can be understood, both explicitly and implicitly. As such, these advertisements have evolved alongside their commercial counterparts, becoming more sophisticated over the years and adopting new media channels (Marland 2003). However, political marketing is not limited to overt advertisements. Contemporary political campaigns must manage a variety of channels as part of their marketing strategy, with both traditional media and emerging technologies playing a vital role in their success. Changing technologies have altered the media landscape, with social media being an important channel of news and communications for many people in North America (Bode 2016). While the prepared and official messages put forth from a campaign or the office of a politician are still hugely important, the 24-hour news cycle and the proliferation of online news access has opened up the opportunities for candid moments to play an important role. Former democratic presidential candidate Howard Dean's infamous yell following the 2004 Iowa Caucus instantly came to define his campaign, and has been blamed by many to be his undoing (Holmes 2016). In the intervening years, the proliferation of media access has brought even greater scrutiny upon politicians. It is important for politicians to be conscious of their brand and their image, and carefully manage their actions and appearance for the entirety of their exposure to the public, lest they forget the ubiquity of camera equipped smartphones in the modern era.

Popular politicians such as Bill Clinton and Tony Blair were some of the first to adopt a more comprehensive brand image, introducing aspects of their personal brand beyond the political sphere to the public at large (Needham 2005). As political advertisements and marketing have evolved, the messages that are communicated have broadened as well. Rather than purely policy and platform-based messages, the personality and personas of politicians have gained greater importance (Speed et al. 2015). This trend has culminated in the contemporary arena with the rise of popular and populist politicians such as Bill Clinton and Donald Trump. Bill Clinton's appearance on the *Arsenio Hall Show* was one of the first and most memorable instances of a legitimate Presidential candidate appearing on a popular entertainment network rather than a news program. The way Clinton appeared, wearing dark sunglasses and playing the saxophone,

became a major brand image and popular conception of his candidacy and later presidency (Needham 2005). Donald Trump epitomizes the concept of a brandidate, more so than any other as he comes from a business and entertainment background, with a clearly established brand persona that was transferred into the political arena (Kaneva and Klemmer 2016). A clearly established political brand has some of the same benefits that commercial brands do, allowing for faster recall and preferences for the more established (incumbent) name (Cwalina and Falkowski 2015).

The ubiquity of brands in the modern world has altered perceptions for voters, and conceptualizing political choices in the same framework as commercial brands allows for easier choices, as they can use the same skills and tools they have gained over a lifetime of brand interactions (Ahmed, Lodhi, and Ahmad 2015). At the same time, pushing towards greater brand importance may be a hindrance for political entities as well. A larger than life personality and brand persona may be falsely attributed with a greater share of the responsibilities for both successes and shortcomings of a brand, be it commercial or political (Khurana 2002). A rising brandidate may not be able to impart or transfer his or her personal success onto the party that they represent. The same brandidate may suffer more of the negative reactions due to political shortcomings of the party, especially when placed in a leadership role (Speed et al. 2015).

In an image-driven modern society, the construction of a strong brand is contingent on a cohesive brand image. While many studies exist that explores the physical dimensions and appearances of a candidate and the links between physical appearances and political success (Hoegg and Lewis 2011; Willis and Todorov 2006), little research has been conducted on the candidate's clothing choices. Studies into appearance and electoral success have been illuminating, pointing out the important role that appearance of attractiveness and competence has on voters' judgment of candidates and those candidates' electoral success (Herrmann and Shikano 2015; Hoegg and Lewis 2011; Todorov et al. 2005). Research into clothing so far has been few and far between, and primarily focused on the social and cultural meanings that clothing has, without specifically addressing how this relates to political meaning (Bell 1991; Honeyman 2002; Howlett et al. 2012). Physical appearances are difficult to change and plastic surgery may raise even more issues for politicians, but clothing can be changed easily and may

be manipulated like costumes in many different ways to maximize appeal, thus allowing politicians to aid themselves to better their electoral success.

One benefit that clothing as costumes has for politicians is that the message it conveys is implicit. Rather than an overt message from speeches or policy documents, clothing can convey meanings and associations that are incidental and low-involvement for the audience, which can be more persuasive in effecting change in the beliefs and positions of the audience (Hawkins and Hoch 1992; Shapiro 1999). Previous research has established the ability for certain products and images to elicit affective responses based on reinforcement of product perceptions (Miniard et al. 1991; Mitchel and Olsen 1981). This process occurs as low-involvement implicit messages that are registered by consumers' thought process; however, the low-involvement nature does not activate critical processes, allowing messages and imagery to take root and have the audience believe it is a thought intrinsic to them (Hawkins and Hoch 1992). Not only can this method be more effective in conveying meanings to an audience, it is also very efficient. In a modern world defined by a pastiche of visual imagery, the symbolic meanings and positions of a politician discernible through their dress can be effective as a communication tool across many media platforms. One example of a politician implicitly crafting his image in the public sphere is Russian President Vladimir Putin. Through controlled releases of photos and videos, Putin has spent years developing a political and personal brand image of a strong Russian leader; images of a shirtless Putin on horseback in Siberia, stalking prey in military style fatigues while holding a rifle, joining scientists on expeditions to remote parts of the Arctic wearing thick winter clothing, working out with his Prime Minister Dimitry Medvedev in matching tracksuits, and practicing Judo in traditional martial arts attire, have all contributed to the masculine and nationalist image he is well known for (Foxall 2013).

As noted earlier, television and social media has become very important to modern political contests, meaning political imagery has taken on increased consideration (Bode 2016; Tedesco 2002). This increases the general public's exposure to politicians and political imagery. This repeated exposure to the low-involvement message of a politician's clothing will increase the positive affect of viewers based on the features associated with those clothing items (Hawkins, Hoch, and Meyers-Levy 2001). To understand these associated features, it is important to examine clothing and fashion from a cultural identity perspective.

## **2.2 Fashion and Cultural Identity**

Fashion plays an important role in image and identity formation for all individuals, politicians included. Due to the growing importance of political imagery, fashion is an important visual element, often the quickest method in communicating our identity and social position in a short time frame (Noh et al. 2015). Twigg (2007, 285) wrote that “Clothes mediate between the naked body and the social world, the self and society, presenting a means whereby social expectations in relation to age act upon and are made manifest in the body.” Studies have shown that men and women, young and old, all use clothing to manifest their identities in inclusive and exclusive ways (Frith and Gleeson 2004; Guy and Banim 2000; Noh et al. 2015). Beyond use by individuals, fashion is an important component of shared identities, from in-groups as small as a collection of friends, to those at a national level (Kalinina 2017; Suyarkulova 2016). Fashion has also been a battleground of the Cold War (Amerian 2016). Fashion’s intrinsic ties to the individual and collective identity of a society were tools that fashion industries and cultural forces of the United States and the Soviet Union used to act as proxies for the legitimacy of their respective socioeconomic and political ways of life (Amerian 2016).

The majority of research in the field of fashion, identity formation, and communication has occurred in the realm of women’s fashion. In order to understand how male politicians can make use of fashion to construct a more appealing brand image, a comprehensive understanding of the role fashion plays in the creation of conceptions of self and identity in general is required. A review of the extensive research into women’s fashion will help to further this understanding.

Using the seminal work by McCracken (1986) as a foundation, there is a significant stream of research into the cultural meanings of fashion for women. Research exists that identifies the role fashion has in the shifting cultural standards of beauty and aesthetics, and what visual elements are considered acceptable and attractive for modern cultures (Fowler et al. 2017). Studies have examined the effect that age has on how women conceptualize clothing and fashion and its importance in terms of their own social status and self worth (Klepp and Storm-Mathisen 2005; Twigg 2007). Research has demonstrated that women of all ages use clothing and fashion as a prop or symbol to craft and reinforce their own identities in performative or performance gender, and importantly, delineate identities that they are not (Guy and Banim 2000; Marion and Nairn 2011; Twigg 2007). Similar items of clothing can be molded by the consumer to give it unique



cultural meaning, creating individual identities from mass produced consumer goods (Preiholt 2012). These various researchers have all contributed to a better understanding of the process fashion-conscious women undergo to select clothing that reinforces their self identity, and the various ways that these identities are shaped by their clothes and society around them.

Research is not limited to fashion-conscious or trendsetting women; research by Gove-White (2001) has studied the varied reasons why certain women may find themselves intimidated by fashion, and the ways they are able to cope and overcome those challenges through personalized service. Research has also looked at perceived clothing appropriateness and employment success of female applicants into a masculine workspace (Forsythe, Drake, and Cox 1985; Forsythe 1990). These findings help illustrate the contentious nature of clothing and fashion, and the role it plays in everyday life even if the wearer chooses to not engage with the fashion world. The extensive research into clothing and fashion from a feminine perspective and in the feminine world is an extension of the cultural space of fashion. In Western cultures, the consumption of fashion, both the active purchase of clothing and the participation in fashion discourse has been a part of the feminine domain for over a century (Honeyman 2002). But despite the skew towards fashion research of women, there is a growing body of research into men's perspectives on fashion.

### **2.3 Fashion and Masculinity**

In 2015, global sales of men's designer apparel were \$29 billion (Sherman 2016). From a market perspective, the menswear segment accounts for a significant portion of the overall market and warrants greater scrutiny. Previous research has indicated the important role that clothing plays in creating and reinforcing masculine identities. Studies that approach male masculinity and identity from periods as early as the late 1800s identified the important role that the adoption of suits had on the formation of a democratized masculine identity; early mass production techniques allowed for the common man to buy clothing that reflected the cultural notions of work and production, and ushered in a society that became less divided on the visual signs of clothing (Honeyman 2002). While class distinctions still existed, clothing no longer served as the barrier that it once did in delineating the working man from his more refined counterparts.

In the United States, the period following World War II saw continued struggle in the concept of appropriate masculinity of which the suit played a central role. With the influx of soldiers returning to the United States following the conclusion of World War II, there existed a divergent conception of masculinity: between a “hard” masculinity that thrived in the violence of war and a “soft” masculinity that was thought necessary for the rehabilitation of men in modern society (Hart 2013). In Kingwell’s (2000) reflections on his father’s military uniform, he articulates the increased confusion regarding masculine ideals that plagued an entire generation of North American men. Baby boomers, the majority of whom did not serve in the military, thus had to find their own masculine identity in athletics and clothing. This trend is further evident in modern studies that examine the clothing preferences of modern North American college students, who primarily seek clothing for comfort, but will also use athletic clothing to emphasize physical prowess and masculine ideals (Noh et al. 2015). The research into menswear thus illustrate the influence that fashion and clothing has had on the concept of self in Western men, and how these identities have evolved over time with shifting cultural norms. Clothing served to reflect the role of men in labor and at home, both in reality and popular conception.

Traditional masculinity and femininity can be defined as “relatively enduring characteristics encompassing traits, appearances, interests, and behaviours that have traditionally been considered more typical of men and women, respectively (Kachel et al. 2016, 2).” Masculinity is a “resourceful strategy” used by men to function in their daily lives (Coles 2009, 38). Zayer et al. (2002, 345) observed that “part of hegemonic masculinity is living with the fear of signaling even the smallest signs that might suggest a heterosexual man is homosexual or effeminate.” The way male expressions of fashion interest are perceived is constrained within a hegemonic masculinity.

Hegemonic masculinity (Connell 1993) views these shifting identities from a cultural perspective. Hegemonic masculinity denotes the culturally normative and influential ideals of masculinity, and the way masculinity can be viewed as a role, status set, perspective, behavior or personal characteristic (Ricciardelli, Clow, and White 2010). Most importantly, hegemonic masculinity is able to adapt and evolve with shifting cultural norms and standards; this places certain masculine ideals above others, subordinating some men (Connell 1993; Ricciardelli et al. 2010). This evolution and shift can be seen in the research previously stated, where periods of

conflicts highlighted a hard masculinity, and subsequent periods of peace emphasized a soft and more nurturing conception of masculinity (Hart 2013). Discourses of appearance, affects, sexualities, behaviors, occupations, and dominations are all facets of masculinity that comes to the fore for different men, with the culturally normative forms as hegemonic masculinity (Ricciardelli et al. 2010). Hegemonic masculinity thus allows men in different cultural subgroups in Western culture to express or comply with their own dominant form of masculinity.

Pertaining to fashion, there are a few facets of hegemonic masculinity that are more visible than others. Although fashion has traditionally been seen as a feminized sphere, a few key elements of fashion have become entwined in modern Western masculinity (Honeyman 2002). High fashion and business attire, business suits being the most commonly seen clothing items worn by politicians, communicates an air of authority, wealth, status, and power (Ricciardelli et al. 2010). Male consumers are able to adopt the masculine identities inherent in expensive formal clothing by purchasing and wearing these items, portraying a specific wealthy and powerful masculine ideal. These clothing purchases allow men to embody the roles, status, characteristics, and behaviors of this particular masculine form (Frith and Gleeson 2004; Thompson and Haytko 1997). Thus, hegemonic masculinity allows men to subscribe to various powerful and predefined roles that are culturally understood in Western society, creating implicit messages of who these men are to those around them.

An important theme that has emerged from some contemporary research into male fashion and men's clothing has been the avoidance of perceived deviant behavior. Young men are putting more thought into how they dress and the way others perceive of them through their fashion choices. Like their female counterparts, young men seek out clothing that aligns with desired self-identities and avoid clothing that they wish to not be associated with their self-identities (Noh et al. 2015). For some young men, this may involve purposefully not wearing formal clothing such as a suit as a subversive or rebellious act against hegemonic masculinity that may be rewarded by their intended audience (Holt and Thompson 2004). Noh et al.'s (2015) study identifies young men's fears of being perceived as alternative, gangster, or gay, all identities that deviate from the norm. As fashion and interest in fashion is often viewed by Western society as "frivolous, trivial, and inconsequential..." it is easy for young men to fear the perception of being labeled with negative stereotypes for a perceived interest in fashion (Frith and Gleeson

2004, 40). This is not a new phenomenon, as the growth of an industrial clothing market has always been seen as a women's world, with menswear retailers crafting compensated masculine spaces in order for men to feel comfortable with clothing purchases (Honeyman 2002). The existing research into the common young male response to clothing shows a propensity for a safe choice, where being unremarkable and mundane is preferred (Noh et al. 2015). These findings may help to explain why studies into men's luxury fashion have often looked at older, wealthier, or gay men; groups that may be attributed with a greater understanding of fashion and possessing the resources to explore more daring fashion items (Barry and Phillips 2016b; Frith and Gleeson 2004; Honeyman 2002; Howlett et al. 2012).

As research into men's fashion expands, it is important to examine the power dynamic that exists with respect to clothing. If clothing informs of the goals, history, interests and other identities of the wearer, both to himself and others (Thompson and Haytko 1997), it would logically lead to the understanding that clothing would create distinctive identities for politicians. Clothing therefore, using the same meaning transfers and bricolage processes that have been used for gender and identity creation, could be expected to inform and reinforce implicit political messaging to a global audience (McCracken 1986; Ricciardelli et al. 2010). This would serve an important aspect of the construction of a distinct political brandname, one that is easily and rapidly communicated. Unfortunately, the role of fashion in advertising a political candidate and reinforcing his message is not yet understood. For male politicians, this results in defaulting to wearing a conservative suit in most situations, as it is thought of as the safe choice. As seen in the choices of Mark Zuckerberg, it is often assumed that the suit lends a candidate the appearance of a President (Griffin 2017), following in the vein of a powerful and wealthy hegemonic masculinity. But whether this is the reality is unknown.

Fashion has been shown to affect the way people perceive the identities and attributes of others; it is an important element of identity creation and meaning transfer. Politicians are conscious of the clothing they wear, and thus should consider the effect that their fashion choices have on their popular conception. In this study, the impacts fashion of a male political candidate has on voter appeal for a young adult population were examined:

**H1A:** Fashion choices of a male political candidate have an impact on candidate likability for young adult voters.

**H1B:** Fashion choices of a male political candidate have an impact on voting intentions of young adult voters.

Directionality is not provided for **H1A** and **H1B** in this study as previous literature offers conflicting suggestions with regard to how fashion may impact a politician's voter appeal. Some literature suggest that male interest in fashion falls outside of traditional masculinity and male gender roles (Coles 2009; Kachel et al. 2016; Ricciardelli et al. 2010); a politician who expresses an interest in fashion can be seen as frivolous, less serious, or feminine by a hegemonic masculine public, therefore lowering his appeal. More recent studies have indicated that shifting norms of masculinity may lead to young voters finding a candidate with an expressed interest in fashion to be more accessible and engaging (Noh et al. 2012), therefore increasing that candidate's appeal. Because of this lack of consensus on the effects of politician clothing, this study will leave these hypotheses as an open question to be explored.

## **2.4 Suits, a Political Uniform**

The popular press, especially men's fashion periodicals and the culture sections of large news organizations, have spilled much ink over the clothes worn by politicians. President Obama was roundly mocked for wearing a khaki suit while discussing US military operations and political interests (Hendrickson 2015). Donald Trump's well-publicized struggle with sartorial conventions have been the punch line of jokes by comedians and the subject of essays that use these sartorial faux pas as an analogy of the shortcomings of his presidency (Crouch 2017). But convention has constrained these Presidents, and other Western politicians in official and formal situations to wearing a suit.

The ubiquitous modern suit has been a popular article of clothing for almost two centuries, having superseded more decorative dress among high social status men sometime during the nineteenth century (Honeyman 2002). The suit is a menswear ensemble that features a jacket, matching trousers, and may or may not include a matching vest. It is made from primarily natural materials, with a closure on the front of the jacket. Since its adoption during the nineteenth century, the suit spread quickly, and is now the ubiquitous uniform of the business and political world; its popularity and relative low price has also made it a staple of men's clothing in lower social status groups as well at various periods in history (Honeyman 2002). The simplicity of the

suit compared to the heavily adorned court clothing of the past suggested an appearance of functionality, respectability, rationality, sobriety, and diligence; indicating that the wearer could be trusted and had a serious regard for business (Honeyman 2002). These assumptions continued throughout the twentieth century, with clothing being an important component in how men were viewed by others (Frith and Gleeson 2004; Howlett et al. 2012); the suit contributes to perceptions of a man's attractiveness, intelligence, and popularity (Bell 1991). Media observers of male politicians often remark on the simplistic and safe choices of politicians, sticking to outfits that are essentially the same (Krasny 2015). Politicians, in an attempt to not risk negative responses, have adopted a conservative and heteronormative appearance for their clothing (Bell 1991; Kachel et al. 2016). Another way to conceptualize the universal adoption of the suit as the politicians' standard outfit is as costume or uniform. A conservative suit, being the uniform of the male politician, is a tool facilitating the wearer's adoption of a particular masculine image of competence and acceptable power (Coles 2009; Honeyman 2002). Yet in their process of regressing to the mean, politicians have surrendered an essential tool in identity creation. Photos of a meeting of male Western politicians (Figure 2-1) will typically feature a sea of navy suits, with very little deviation.



Figure 2-1

Male Politician at G7 Summit (Chung Sung-Jun/Getty Images, retrieved from Reuters World Service 2016)

This is not to diminish the differences that variations on the uniform may have. Recent studies have shown that minute changes to clothing detail can have significant influence on audience first impressions of the wearer (Howlett et al. 2012). These minute changes can be from a variety of factors, from the color of the suit, as Prime Minister Abe of Japan in Figure 2-1 has chosen a much more pronounced blue in breaking with his navy counterparts, to the fit of the suit, to the chosen accessories that adorn the suit, such as pocket squares or lapel pins.

The suit conveys messages in both big and small ways. While minute changes to clothing detail may help delineate the wearer and have a significant influence on audience impressions, the larger visuals of the suit cannot be overlooked. Although the suit has attained an universal level of ubiquity in a Western politician's wardrobe, the suit, regardless of its cost or provenance, carries within it the meaning of a normative hegemonic power system. The suit remains an important prop, tool, or prosthetic of a wealthy and powerful hegemonic masculine identity. Even with articles of the suit ensemble removed, the clothing is distinctive and calls to mind the disparity of power, particularly for disenfranchised or marginalized voters. One is reminded of the powerful image from 1967, when then Senator Robert F. Kennedy undertook an investigative tour of impoverished Americans in the Mississippi Delta. Kennedy, a white man in a suit, is seen approaching several black men in a rural setting attempting to shake hands. The powerful dichotomies of the races and socioeconomic realities of these men are reinforced by their divergent masculine clothing identities. In Figure 2-2, the vast chasm between the power and privilege that the suit represents and the Sisyphean struggles embodied by working class clothing is clearly illustrated in stark black and white.



Figure 2-2

Robert Kennedy in the Mississippi Delta (Jack Thornell/Associated Press, retrieved from Meacham 2016)

A wealthy, able-bodied, heterosexual white man who was raised in a class and culture of money and refinement would respond differently to another white man wearing a suit than a poor, disenfranchised minority would. As North American populations become more diverse, it is imperative that the message of a politician does not exclude, whether explicitly or implicitly. Given the previous evidence for the power of visual media, especially in modern society, and the way that unintended elements may become the focus of media attention in a detrimental way, the role of fashion in promoting brandidates should be investigated. As a tool, fashion should reinforce the implicit elements of an explicit political message. This is an important consideration given the social and cultural basis of the perception of clothing. This study will seek to identify the ways that voters perceive of male politicians in various fashions of clothing; whether the conservative suit is really a safe choice and how the different clothes that are worn by politicians really appeal to young voters. This study will focus on young voters (18-29), as this is an important age group that political candidates are seeking to reach (Pennington et al. 2015). Improving the appeal of a political candidate to younger voters may lead to greater electoral turnout from this age group, which would help to address the issues involving low



young voter turnout compared to their older counterparts (Esser and de Vreese 2007; Johnston, Matthews, and Bittner 2007).

## 2.5 Categories of Clothing

Previous literature has identified the major categories of male dress, and the common perceptions those clothes transfer to the wearer. An early work by Bell (1991), examined the social appeal of clothing and the qualities that clothing imparts on the wearer. In her study, Bell selected four categories of clothing: daring, casual, conservative, and formal, as reproduced in Figure 2-3.

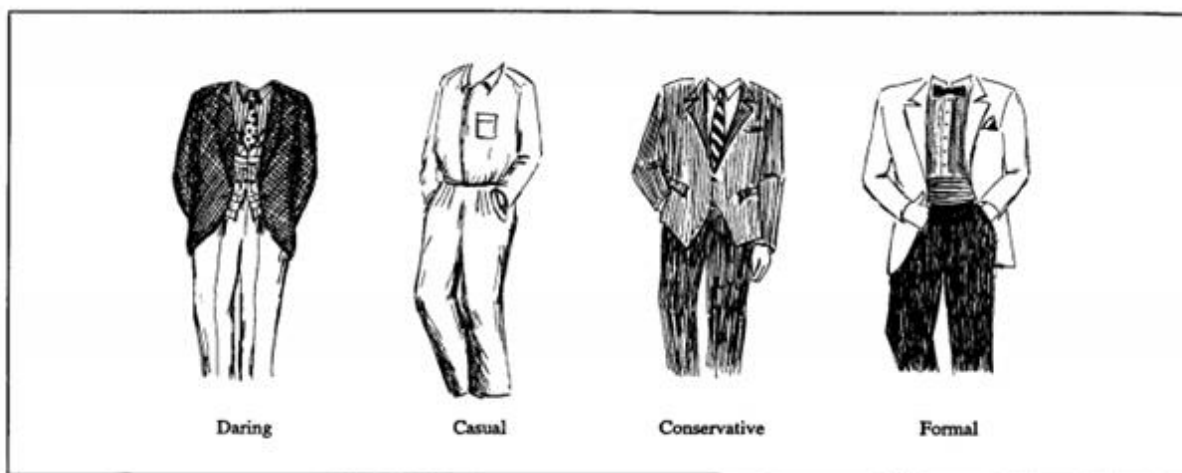


Figure 2-3

Bell's (1991) Categories

According to her findings, the daring style was considered most unattractive, least intelligent, but very popular. The casual style was considered third most attractive, least intelligent, and not popular. The conservative style was considered second most attractive, more intelligent, and not popular. The formal style was considered most attractive, more intelligent, and popular. The various categories and how they are perceived are compiled in table 2-1 below. The various clothing styles described are expressions of multiple forms of masculinities; some are representative of a hegemonic masculinity, while others offer more subordinate forms of masculinity.

**Table 2-1**

Perceptions of Clothing Categories in Bell (1991)

Bell's Categories	Attractiveness	Intelligence	Popularity
Daring (Fashionable)	Low	Low	High
Casual	Low	Low	Low
Conservative	High	High	Low
Formal	High	High	High

As Bell's study is now over 25 years old, and was not specific to the constraints of the political realm, this study seeks to update and test the fashion conditions of politicians in a modern era. Research needs to be conducted to verify whether the four categories of clothing identified by Bell (1991) are still perceived the same way, or if the continued encroachment of casual dress has pushed the cultural conceptions and perceptions of clothing into preference for less formal clothing.

More recent studies have identified other clothing categories. Noh et al.'s (2015) research into college age men used five categories of casual, classic, fashionable, business casual, and sportswear, but did not provide an illustrated example of the categories. The only category to receive extensive explanation was Noh et al.'s conception of "casual," which was described with examples such as t-shirts, jeans, and boots, with brands such as Gap and Abercrombie and Fitch representing this category. Noh et al.'s (2015) study does specify the difference between casual and business casual; reading into the brands and clothing items listed for Noh et al.'s conception of "casual," this study will clarify it by presenting it as "Street Casual." Splitting the casual category into a "Street Casual" and "Business Casual" may be more valid for this study as a "Business Casual" category may be more applicable for politicians than "Street Casual." In addition, this study will refer to Bell's category of daring outfits as "Trendy (Daring)," as the language may be more easily understood for a contemporary population.

The way that audiences perceive of the various fashion categories that politicians adopt may be moderated by the self-identified clothing categories of the audience. These influences may be the result of differences in source effects that arise from the cultural meanings that exists for certain

categories of men's fashion. Source effects have been well observed for over half a century, with researchers identifying that "audience's feelings about the credibility of the message source help determine the persuasive effectiveness of the message itself" (Levitt 1967, 16). Since then, source effects have been explored extensively in a variety of different iterations, from perceived value of a third-party organization's endorsements of a consumer product (Dean and Biswas 2001), to the effectiveness of political branding for candidates given their popular perception (Cwalina and Falkowski 2015). In this study, source effects of fashion categories, and how it may influence audience perceptions of male political candidates were examined.

Each of the four categories of clothing identified by Bell (1991) has attributes that may contribute to positive perceptions in the realm of politics. In the original study, daring style of clothing was seen as very popular; this perception may translate directly into popular conceptions of the popularity of a candidate. As electoral success is usually dependent on success in popular votes, the daring category of dress may be very beneficial to a political candidate. However, the daring category is also associated with unattractiveness and being not intelligent (Bell 1991), which could have a negative impact on perceptions of a political candidate. Many studies have established the important connection between attractiveness and electoral success (Cwalina and Falkowski 2015; Herrmann and Shikano 2015; Hoegg and Lewis 2011), and intelligence is often perceived as competence for political candidates, another important factor in voter preference (Herrmann and Shikano 2015; Hoegg and Lewis 2011; Todorov et al. 2005). These two factors combined may contribute to an overall negative source effect of a daring style of clothing for a political candidate.

Of the four categories of clothing, the casual category of dress was viewed most negatively. Wearers of casual clothing were seen as unattractive, not intelligent, and not popular (Bell 1991). According to these perceptions, no politician should ever be seen in casual clothing. Yet that is not the case. Modern politicians with a strong media presence, such as Justin Trudeau, the Prime Minister of Canada, can be seen quite frequently in what is commonly categorized as casual clothing (Andrew-Gee 2016). Why would someone as media savvy as Justin Trudeau, and who has obviously experienced electoral success, curate a social media profile with prominent images of himself in music festival t-Shirts, especially if casual clothing is seen to be representative of universally negative traits? The answer may lie in its accessibility. Previous political psychology

research has found evidence of audiences favoring politicians who are seen as similar to themselves (Herrmann and Shikano 2015), and research into men's fashion show that people, particularly young people, most commonly self identify as dressing casually (Noh et al. 2015). Of the various styles of men's fashion, casual clothing may carry with it the strongest source effect of similarity and accessibility for a political candidate. Given these conditions, casual clothing may yet be beneficial to a politician who wants to be seen as similar to his constituents, thus enhancing his voter appeal.

The final two categories, conservative and formal, are the most closely related of the four categories, so much so that the two categories may be seen as the same in contemporary conceptions. Wearers of both conservative and formal clothing were seen as attractive and intelligent, but the wearer of formal clothing was seen as popular whereas the wearer of conservative clothing was not (Bell 1991). In Bell's (1991) study, conservative clothing was represented visually with a drawing of a male figure in a suit and tie, whereas the formal figure was drawn wearing semi-formal evening wear, consisting of a dinner jacket, bowtie, pleated tuxedo shirt, and cummerbund (As seen in Figure 2-3). One of the contributions that this study makes is testing whether modern audiences are still able to distinguish between a suit and tuxedo, given the propensity of modern men for less formal clothing (Honeyman 2002; Kingwell 2000). As both conservative and formal clothing is perceived positively in terms of attractiveness and intelligence, it is important to note whether this translates into the suit as having the most positive source effect on the wearer.

The benefits of attractiveness for political candidates are well documented in existing literature and have been detailed previously; intelligence may play a role as well as a proxy for competence. The realm of politics has proven to be foreign and difficult to grasp for many average voters (Cwalina and Falkowski 2015; Herrmann and Shikano 2015; Todorov et al 2005). With little experience and understanding of the nuances of politics, voters tend to rely on superficial impressions to make judgments of political candidates at election time (Johnston et al. 2007; Scammell 2015; Todorov et al. 2005). Competence is often viewed as one of the two most important perceived qualities of voter perception of a candidate (along with attractiveness), but, as legislative actions may be confusing for the average voter and first time political candidates do not have legislative history, perceived intelligence is often viewed as perceived competence

of a political candidate (Herrmann and Shikano 2015). Given these considerations, would dressing in a traditional suit help to transfer the competence source effects from popular conception and the suit's history as a mainstay in the business world to the political candidate (Honeyman 2002)? And would the suit be seen as more attractive than competent, more competent than attractive, or have the same effect on both attributes for the political candidate? These questions will be addressed in the following studies.

**H2:** Effects of a male politician's fashion choices on voter appeal will be mediated by source effects of perceived attractiveness, competence, and similarity.

Directionality is not provided for **H2** in this study as previous literature offers conflicting suggestions with regard to how fashion choices may affect a politician's voter appeal mediated by source effects of perceived attractiveness, competence, and similarity. Table 2-1 of Bell's (1991) study regarding how various fashion categories were perceived offers some insight into the influence that clothing may exert. The label 'attractiveness' is used similarly to Bell's usage in this study and 'competence' is used in place of Bell's 'intelligence' in this study. As stated earlier, these terms are believed to be comparable in a political context. Bell's (1991) study discusses how men who wear various fashion categories are perceived but does not discuss similarity between participant clothing and the fashion category viewed. This is a significant gap that limits the ability to predict directionality for the effects on voter appeal.

If source attractiveness is the driver/mediator, it is expected that formal and conservative fashion styles will be more effective than casual and daring styles in positively impacting young voters' evaluations of the candidate. Bell's study found that men dressed in formal and conservative fashion styles were perceived as highly attractive, and men in casual and daring styles were perceived as lower in attractiveness. If source competence is the driver/mediator, it is expected that formal and conservative fashion styles will be more effective than casual and daring styles in positively impacting young voters' evaluations of the candidate. In a political context, competence is often seen as a proxy for intelligence (Herrmann and Shikano 2015; Hoegg and Lewis 2011; Todorov et al. 2005). Bell's study found that men dressed in formal and conservative fashion styles were perceived as highly intelligent, and men in casual and daring styles were perceived as less intelligent. If source similarity is the driver/mediator, it is expected that the casual style will be more effective than formal, conservative, or daring styles in

positively impacting young voters' evaluations of the candidate as most young voters dress in casual clothing (Noh et al. 2015).

The effects of a male politician's fashion choices on his voter appeal will be mediated by these source effects; however, they may act in opposite directions. While casual clothing may positively impact young voters' evaluation of a candidate due to perceived similarity, casual clothing also may negatively impact young voters' evaluations of a candidate due to perceived low attractiveness and competence. The conservative and formal clothing may positively impact young voters' evaluation of a candidate due to perceived attractiveness and competence, but may negatively impact young voters' evaluations of a candidate due to perceived dissimilarity. Daring clothing may negatively impact young voters' evaluations of a candidate due to perceived low attractiveness, competence, and dissimilarity. However, these results are drawn from a study that is nearly thirty years old, and contemporary young voters may differ in their perceptions. Therefore, there is not enough adequate or strong information to provide directional hypotheses regarding source effects of perceived attractiveness, competence, and similarity.

The existing literature into fashion demonstrates an impact in the role clothing plays on the perceptions of identity, attractiveness, intelligence, and popularity. Studies have suggested that those with a greater interest in fashion prioritize it as a method in quickly forming identity perceptions of others (Howlett et al. 2012; Noh et al. 2015). Politicians devote significant effort into the construction of a brand image that is unique and implies competence and representation of constituents. This study seeks to understand the role that clothing may play in helping to construct brand images for male politicians. As there is little research into the clothing of politicians, it serves to enhance real world understanding of political imagery, and also help to deepen the understanding of how clothing impacts modern power dynamics.

## CHAPTER 3: METHOD

In the previous section, the important role that clothing and fashion play on identity formation for the wearer and how those identities are perceived by others to infer identity traits and attributes about the wearer were outlined. This research consists of a series of studies in order to test whether these source effects will have an impact on voter perceptions of political candidates, and which category of clothing produces the most positive effects. Specifically, this study investigates the *impact of fashion for male political candidate voter appeal*. Two studies are conducted in order to investigate these impacts, and feature a study using the written descriptions of a political candidate (Study 1) and an image along with the written description of the same political candidate (Study 2). These studies were granted approval by the Research Ethics Office of the University of Saskatchewan (BEH# 17-284). A graphical depiction of the research method for both studies is presented in Figure 3-1.

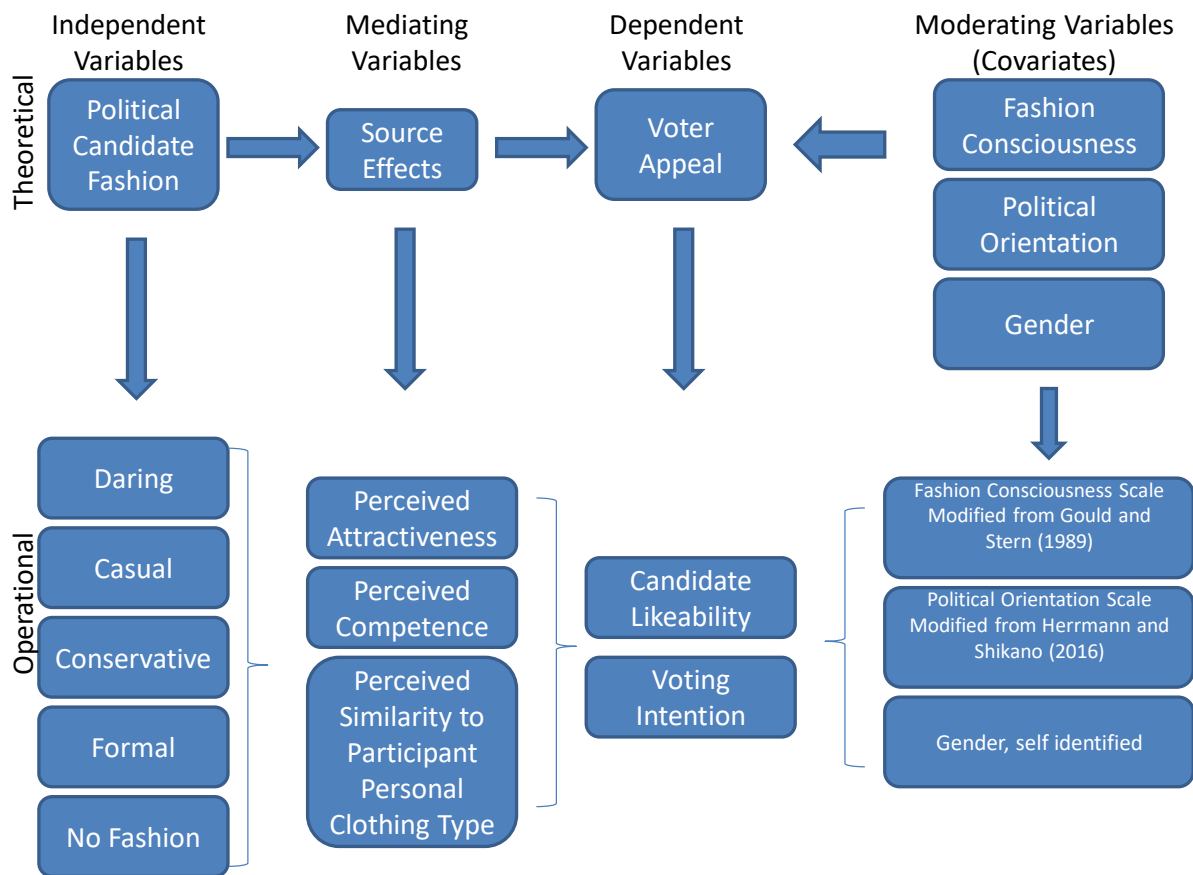


Figure 3-1  
Experimental Design

### **3.1 Study 1**

This study, found in Appendix A, analyzed participant responses to written descriptions of a candidate in an election for their local city councilor. The physical consent form used for this study appears at the beginning of Appendix A. Pretest 1 (Appendix B) and Pretest 2.1 (Appendix D) also use the same consent form, and thus will not be reproduced in those appendixes. As political parties are unlisted for local municipal elections, this allows the study to control for and exclude any effects various political parties may have on a political candidate. This study focused on young voters (age 18-29) as it is a population that has been noted to be declining in voting engagement (Esser and de Vreese 2007). Studies have explored the various reasons why youth voter engagement is down (Johnston et al. 2007), and what campaigns can do to reach out to this demographic (Pennington et al. 2015). During the 2012 US Presidential election, only 45% of young voters participated, leaving many ballots unfilled (Pennington et al. 2015). Greater participation from this demographic could have a major impact on election results. To gain a more complete understanding of how best to attract young voters, the effect of voter appeal based on clothing should not be overlooked. Thus, Study 1 drew from an introductory Marketing class at the Edwards School of Business at the University of Saskatchewan for its participants. Drawing participants from the introductory Marketing class ensured the participants in the study are young voters. Participants were exposed to descriptions of the same candidate wearing different types of clothing to determine whether fashion choices of politicians have an effect on measures of perceived attractiveness, competence, candidate likability, and voter intentions.

### **3.2 Independent Variables**

Fashion choices were derived from the four categories listed by Bell (1991) with the casual category split into “Street Casual” and “Business Casual.” The male political candidate was presented in a manner reflective of each of the categories. From the results of Pretest 1, discussed below, the categories of “Conservative” and “Formal” clothing were combined into a single category in this study. The results of the Pretest showed that the two categories were perceived as indistinguishable, with many participants noting that they were unsure what the term “Conservative” meant in relation to clothing. In addition, a “No Fashion” category was implemented for Study 1, where a written description of the candidate did not feature any explicit or implicit mentions of his clothing choices. This “No Fashion” category served as the



control condition for Study 1. During the study, all participants were exposed to the same written description of the candidate with the only element changed being the description of the candidate's clothing. Participant exposure to the various fashion categories was randomized. In order to determine the elements that were required for the written description, several facets of the experimental materials were pretested before Study 1. The elements that were pretested are the candidate's name, age, his marital status, the number of children he has, his education, occupation, and position on charitable boards. Further discussion of these elements will be found in the Pretest section in this study.

As this study focuses on the effect of male politician's clothing on voter appeal, a clear outline of each category of clothing is required. The "Trendy (Daring)" category can be equated to the most trendy or cutting-edge fashion category. "Trendy (Daring)" items of clothing may consist of pieces that can be found in each of the other categories, but may be distinguished due to extremely unusual cuts, colors, fits, and/or materials. Items may include a cape, suit jackets matched to shorts rather than trousers, multicolored tailored ponchos, leather vests, colored fanny packs, and oversized dress shirts. Brands commonly associated with this "Trendy (Daring)" aesthetic generally consist of high end European fashion labels such as Chanel, Gucci, Prada, and Versace. Clothing in this category may best be represented by notable fashion designer Karl Lagerfeld and NBA All-Star Russell Westbrook, as seen in Figure 3-2.



Figure 3-2

Trendy (Daring) Outfits (Patrick Aventurier and Andrew D. Bernstein/Getty Images retrieved from Fantozzi 2015 and Sanchez 2016)

The “Street Casual” category of clothing is one that will be most familiar to most people. Clothing items in this category include but is not limited to: t-shirts, sweatshirts, hoodies, jeans, shorts, sneakers, boots, and baseball caps. Brands that are commonly associated with “Street Casual” clothing include but is not limited to: Abercrombie & Fitch, American Eagle, Burton, The Gap, Old Navy, and Vans. This casual look may best be embodied by professional skateboarder Tony Hawk as seen in Figure 3-3.



Figure 3-3

Street Casual Outfit (Aaron Davidson/Getty Images retrieved from Getty Images 2016)

“Business Casual” will be tested as a separate category from “Street Casual” listed previously, and the formal category that follow. Although “Business Casual” may not elicit common well-known paragons that embody this style, it is a clothing category that can be commonly attributed to many men in the Western work world. A pair of khaki trousers or other dress pants worn with

a button-up shirt forms the basis for this business casual look. This outfit is sometimes complemented with a tie but is commonly worn without a jacket. In order to generate a more complete understanding of the clothing that embodies this category, and whether it has an effect on how voters view politicians, it will be a separate category that exists in our study (Noh et al. 2015).

One of the reasons why conservative and formal categories of clothing may be combined is the similarity between the two. In the original illustration from Bell (1991) as seen in Figure 2-3, conservative clothing and formal clothing are drawn very similarly. Conservative clothing is best represented by a conservative two or three-piece suit, with a silk tie, and leather dress shoes. Formal clothing looks very similar, as it is represented by a tuxedo, silk bowtie, and patent leather formal pumps. To add to the confusion, high-end clothing brands such as Brioni, Eton, Hermes, Loro Pianna, and Tom Ford produce clothing in both the conservative and formal clothing categories. The striking similarities can be seen in Figure 3-4 below, which shows designer and director Tom Ford wearing a formal outfit and a conservative outfit. Although the outfit he wears can be categorized into distinctly formal and conservative categories, the minute variations may not be identifiable by name for a general audience of young voters (Howlett et al. 2012). Based on the results of Pretest 1, these two categories were combined into one “Formal” category.



Figure 3-4

Conservative/Formal Outfit (Gregg DeGuire and Dimitrios Kambouris/Getty Images retrieved from Getty Images 2017)

### 3.3 Dependent Variables

**H1A** states that fashion choices of a male political candidate have an impact on candidate likability for young adult voters. Following participants' exposure to the written description of a political candidate, they were asked an open-ended question: "Please provide your thoughts, feelings, and opinions about the candidate" along with a corresponding blank box to respond. This was the first question that they were asked, and provided an unbiased perspective before participants were asked any questions as part of the measures. Voter appeal was measured using single measure survey questions on a 7-point scale regarding the male political candidate likability, and voter intention. To measure a candidate's likability, participants were asked "based on the information provided, please rate your opinion of the candidate" (Hermann and Shikano 2015). Participants were asked to rate this response on a 7-point scale, with 1 corresponding with "strongly dislike," and 7 corresponding with "strongly like." 4 served as a neutral midpoint in this response. To measure the participants' voting intention, they were asked

“based on the information provided, how likely are you to vote for the candidate” (Leigh and Susilo 2009; Todorov et al. 2005). Participants were asked to rate their voting intention on a 7-point scale, with 1 corresponding with “unlikely,” and 7 corresponding with “likely.” These measures are derived from previous research that commonly used single item measures (Herrmann and Shikano 2015; Leigh and Susilo 2009; Todorov et al. 2005).

### **3.4 Mediating Variables**

Previous research into fashion and source effects have led us to believe that perceived qualities of political candidates will mediate the results of the dependent variable of voter appeal. **H2** states that effects of a male politician’s fashion choices on voter appeal will be mediated by source effects of perceived attractiveness, competence, and similarity. Candidate’s perceived attractiveness was measured using a single measure 7-point scale, commonly used in previous research on attractiveness (Amos and McCabe 2015). Participants were asked to rate a candidate’s perceived attractiveness following their reading of the written description of the candidate. For this measure, 1 corresponded to “least attractive” and 7 corresponded to “most attractive,” with 4 as a neutral midpoint. Similarly, perceived competence was measured using a single measure 7-point scale as well, also due to the use of a single measure for competence in previous research (Hermann and Shikano 2015; Todorov et al. 2005). Like perceived attractiveness, participants were asked to rate a candidate’s perceived competence following their reading of the written description of the candidate. For this measure, 1 corresponded to “least competent” and 7 corresponded to “most competent,” with 4 as a neutral midpoint.

In order to measure similarity, the results of participants’ self reported clothing preferences with those of the political candidate were compared. Participants of the study were presented with options to choose the fashion category that most accurately describes their own personal style. Their response was either coded as 1, where the self reported clothing style matches the political candidate clothing style presented, or 2, where the self reported clothing style does not match the political candidate clothing style presented.

### **3.5 Moderating Variables**

From the readings covered in the literature review, several covariates are expected to play an important role in the effects of political candidate fashion on voter appeal. One of the most

important aspects will be the fashion-consciousness of the participants. Fashion-conscious participants can be thought of as someone who heavily consumes fashion literature, and rates high on a modified version of the Fashion Consciousness Scale originally developed by Gould and Stern (1989), and used in previous research (Barry and Phillips 2016b; Hess and Phillips 2018; Phillips and McQuarrie 2010). In order to measure the fashion consciousness of participants, they were asked to fill out a modified version of the Fashion Consciousness Scale originally developed by Gould and Stern (1989). The version used for this study can be found in Appendix A, within Study 1, following the end of the Conclusion section. Additionally, participants were asked a more simplified question regarding their familiarity with North American fashion on a 7-point scale, with 1 corresponding with “Not very familiar” and 7 corresponding with “Very familiar.”

Participants were asked their political orientation as previous research has demonstrated variations in evaluations of appearance cues based on participant political orientation (Hoegg and Lewis 2011; Leigh and Susilo 2009). Participants’ political orientation were measured by two questions: a single item question of their perceived position on the left-right political spectrum using a standard 11-point scale (Herrmann and Shikano 2015), and a question regarding the political party they most identify with.

Participants were also asked demographic questions regarding their age and gender. Age was asked to ensure that participants fell within the desired 18-29 age group for young voters, which is the focus of this study. Participants’ gender is expected to play an important role due to the feminized nature of clothing and fashion in North America (Honeyman 2002). Non-traditionally hegemonic expressions of masculinities found in this study, such as the “Trendy (Daring)” and “Street Casual” fashion categories, may be better received by a female audience than a male audience. The gender of the participants is expected to be a moderating factor for voter appeal. Participants will be asked to identify their gender using a “Male,” “Female,” and “Other/Prefer not to say” checkbox method.

### **3.6 Study 1 Pretest**

Study 1 uses a written example of a male political candidate in a local municipal election. In order to ensure a comprehensive description of the candidate, several attributes and traits were

pretested in order to ensure the study is representing a preferred candidate for young voters. As the written description is for the same candidate, and only his clothing choices were changed, several items were held constant. The candidate is male, as the study is focused on male fashion. He is also Caucasian, as the studies were conducted in an area that is primarily Caucasian; only 6.3% of the population identified as a visible minority in the latest census data from 2011 (Saskatchewan Government 2011).

Other elements of the candidate were tested. This Pretest can be found in Appendix B at the end of this Thesis. Participants were presented with one of two names for the fictional candidate. Names generated for pretest were “Eric Hammond” and “John Roberts” as these are common names in North America that have been used in previous studies and have been shown to minimize negative affects (Cotton, O’Neill, and Griffin 2007; Hoegg and Lewis 2011). The politician was tested in four age groups; young (18-29), adult (30-49), middle aged (50-64), and senior (65 and over) (Desilver 2012). While these are broad categories, they represent general age groups used in political research, and may be illustrative of differences in audience response based on politician’s age. Participants were asked “In which age group would you prefer your city councilor to be? Please select one.” The category selected by a high number of participants was used for the candidate in Studies 1 and 2.

The candidate was also pretested for his marital status and the number of children he has. Using the latest data from the federal government, several categories of marital status and number of children were tested using the most common figures of the area local to the University where the study was conducted (Statistics Canada 2012). Participants were asked “what marital status would you prefer your councilor to have? Please select one.” Below the question were the three general marriage statuses arranged as “single,” “married,” and “other,” with corresponding checkboxes next to each.

The candidate’s number of children was also pretested. The four conditions for the number of children are drawn from the most popular family sizes in the local area according to the most recent official data (Saskatchewan Government 2011). Participants were asked to select the number of children similar to the procedure used for age and marital status above. Participants were asked “how many children would you prefer your city councilor to have? Please select



one.” Below the question were the four children conditions arranged as “none,” “one child,” “two children,” and “more than two children” with corresponding checkboxes next to each.

The candidate’s education was presented as a precursor to his occupation test. The candidate was presented as a graduate of the University of Saskatchewan, which has led to his occupation in one of the following fields. A few sample occupations were drawn from a recent Gallup (2014) poll of the most trusted professions and presented to participants. Participants were asked to “rate how much you would prefer the occupation listed for your city councilor.” The participants were presented with the following options: “accountant,” “business owner,” “high school teacher,” “medical doctor,” “lawyer,” and “pharmacist.” A corresponding 7-point scale appeared besides each option, with 1 corresponding to “least preferred,” and 7 corresponding to “most preferred.” The research team also used the information tested earlier regarding preferred candidate age to develop the years of work experience for the candidate based on the selected occupation.

To further develop the candidate and create a positively preferred candidate, his position on charitable organization boards was pretested. Drawing from recent statistics, the candidate was pretested for occupying a position on the boards of the Cancer Society, Children’s Hospital Foundation, Heart and Stroke Foundation, Red Cross, Salvation Army, United Way, and World Vision (Charity Intelligence Canada 2016). The options were presented alongside a 7-point scale, where 1 corresponds with “least preferred,” and 7 correspond with “most preferred.”

Finally, participants in the Pretest helped to determine the articles and types of clothing that fits into each of the categories and the brands most commonly associated with those categories. Participants in the Pretest were asked to “describe the type of clothing that would best fit in this category” for each of the street casual, business casual, conservative, formal, and trendy (daring) categories. Additionally, they were also asked to “list the brands of clothing that would best fit into this category.” After they have completed their brainstorming task, a list of clothing items and brands were provided to them, and they were asked to sort each into one of the five categories, plus a “do not know” option for items that they were unsure which category to place into. This allowed the researchers to gain a clear understanding of the knowledge of clothing items and fashion brands amongst the general young voter population of the study. The candidate description that was created for Studies 1 and 2 benefited from this understanding by using clothing items and brands that are well known to the participants. The sample list of clothing

items and brands to be sorted is provided in Appendix B, within Pretest 1, following the end of the Conclusion section of this paper.

Pretest 1 helped determine the characteristics and attributes of an ideal municipal candidate. It also provided insight into the understanding and perception of male fashion items amongst the study population. These results helped to construct a candidate that elicited positive affect in the young voter participants and facilitated the measurement of the contribution to a candidate's perception that clothing and fashion have on young voters. However, the candidate created was not the most highly rated to avoid creating a ceiling effect. Ceiling effect refers to a measurement limitation that occurs when the highest possible score of a measure is reached, decreasing the likelihood that the test is able to accurately measure the intended effect (Austin and Brunner 2003). If the described candidate reaches the ceiling of positive affect, then the fashion effects on candidate appeal will be limited. Thus, the description of the candidate was drawn from positive, but not the most extreme positive attributes from Pretest 1. The written descriptions were used as the primary testing material for Study 1, and were included with the images used for Study 2.

### **3.7 Pretest 1 Results**

The participants of Pretest 1 consisted of 55 undergraduate students (50.9% male) enrolled in a second-year summer session Accounting class at the University of Saskatchewan. These students answered the questionnaire survey with questions regarding their preferences for traits of a political candidate and clothing items and brands. All 55 participants in this Pretest were within the young adult (18-29) voters age group; the most common age was 20, with 12 participants indicating they were 20 years of age. Participants were asked to report their level of familiarity with fashion in North America on a 7-point scale, with 1 corresponding to "not very familiar" and 7 corresponding to "very familiar." Participants reported a mean of 3.47 for fashion familiarity in North America, with a standard deviation of 1.854. Thus, they had an average level of fashion familiarity and were not especially fashion-savvy.

In Part A of the Pretest, participants were asked to select attributes that they preferred for a candidate. Participants were asked to select a candidate name they felt more positively about, "Eric Hammond" was favored by 54.5% of participants. Participants were asked to select a preferred age group for the candidate; 70.9% of participants favored the 30-49 age group.

Participants were asked to indicate their preference for the marital status of the candidate; 76.4% of participants favored a candidate that was married. Participants were asked to indicate the number of children they preferred for a candidate; 63.5% of participants favored candidates with two children. Participants were then asked to indicate their preferred occupation for a candidate on a 7-point scale, with 1 corresponding to “least preferred” and 7 corresponding to “most preferred.” The occupation of lawyer received the second highest mean response with 4.78. The candidate was chosen to be described as a lawyer rather than business owner (mean response = 4.84), which was the occupation with the highest mean response, in order to avoid possible ceiling effects for the candidate. Similarly, the candidate’s membership on a charitable organization’s board was presented in the same 7-point scale used for occupation. The Cancer Society received the second highest mean response with 5.07. Choosing the Cancer Society rather than the Children’s Hospital Foundation (mean response = 5.22) was in order to avoid ceiling effects as well.

Participants were asked in Part B regarding clothing items and clothing brands as they relate to one of five categories (street casual, business casual, conservative, formal, and trendy/daring). Participants were asked to write out their own suggestions of clothing items and brands for each category before sorting a list of clothing items and brands into one of the five categories. Responses from participants suggested that they viewed the conservative and formal categories to be functionally the same, with formal being a more understandable category name of the two. Studies 1 and 2 combined the two categories in presentation and used “Formal” as the label. The clothing items in each category to be used for Study 1, Pretest 2, and Study 2 of this study were drawn from the participants’ responses.

The “Street Casual” category was the most familiar category for participants. In this category, sneakers (81.8% of participants) and t-shirts (80.0%) were sorted by participants as the most casual clothing items. Jeans (83.6%) and baseball hats (20.0%) were listed by participants without prompt as the most casual clothing items in their own view. Brands most commonly associated with street casual clothing were Adidas (81.8%), American Eagle (81.8%), Nike (70.9%), and Levi’s (67.3%).

The “Business Casual” category was perceived by participants to be composed of blazer (50.9%), polo shirt (38.2%), khaki pants (30.9%), and loafers (29.1%). Brands most commonly

associated with business casual clothing were Lacoste (36.4%), Calvin Klein (34.5%), Banana Republic (32.7%), and Ralph Lauren (30.9%).

The combined categories of conservative and formal, now labeled as “Formal,” appears to most resemble the typical male politician’s suit. Participants perceived suits (65.5%), ties (47.3%), dress pants (40.0%), and leather shoes (36.4%) as the most formal clothing items. These items constitute the outfit that is most familiar in North American politics, with potential political candidates like Mark Zuckerberg (Figure 1-1) adopting it as they prepare for a possible presidential election campaign. Brands most commonly associated with formal clothing were Armani (40.0%), Prada (40.0%), Hugo Boss (27.3%), and Burberry (20.0%).

“Trendy (Daring)” clothing was not composed of specific items or brands. Rather, trendy clothing was described by participants to be based on the fit, finish, and style of the clothes. Skinny or distressed jeans and band t-shirts were perceived by participants to be trendy, whereas plain jeans and t-shirts were seen as “Street Casual.” Several brands were listed by participants in multiple categories; brands like Calvin Klein and Tommy Hilfiger were listed in both “Business Casual” as well as “Trendy (Daring).” Brands perceived by participants to represent this category are Gucci (14.5%), Versace (7.3%), G-Star (3.6%), and Supreme (1.8%).

Using the results of Pretest 1, the researcher was able to more accurately identify the experimental conditions used in Study 1, Pretest 2, and Study 2. Thus, an updated graphical depiction of the research method is presented in Figure 3-5. The independent variable conditions on the lower left of Figure 3-5 accurately reflect the experimental conditions that will be used for this study, with a control condition paired to “Street Casual,” “Business Casual,” “Formal,” and “Trendy (Daring)” conditions.

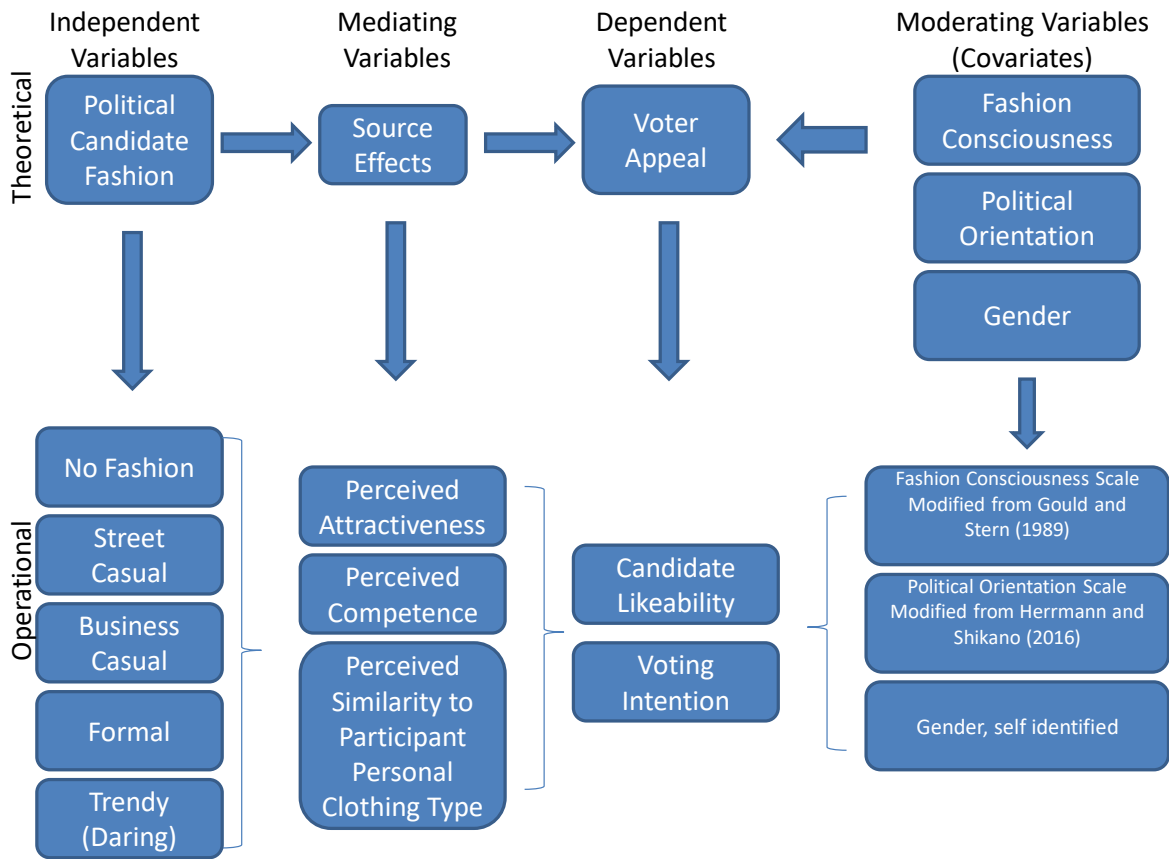


Figure 3-5

### Updated Experimental Design

### 3.8 Study 1 Results

Following data collection from the COMM 204 class participation pool, 136 completed surveys were collected for testing via statistical analysis. All of the participants for Study 1 were in the 18-29 year old young voter age group, with 83.1% between 18 and 21; the mean age for the participants was 19.96, (st. dev. = 1.75). Of the participants, 62 identified as female (45.6% of the total participants). Participants reported generally positive familiarity with fashion in North America, with a mean response of 4.78 on a 7-point scale, with 1 corresponding to least familiar and 7 corresponding to most familiar. Participants also reported a slightly more conservative overall political orientation, with a mean response of 6.75 (st. dev = 2.37) on a 11-point scale, with 1 corresponding with most liberal and 11 corresponding with most conservative. 64 participants (47.1%) self reported as identifying with the Conservative party, the largest self reported party as identified in the Table 3-1.

**Table 3-1****Participant Political Party Identification From Study 1**

Self Identified Political Party		
Party	Frequency	Percent
1 Conservative	64	47.1
2 Liberal	34	25.0
3 NDP	4	2.9
4 Other	34	25.0
Total	136	100.0

Participants were randomly selected for one of five conditions based on the fashion category of the political candidate. Of the 136 participants, 28 were in the control group, where the written description of the candidate did not contain any mention of his clothing; 27 participants were in the “Street Casual” group; 26 participants were in the “Business Casual” group; 28 participants were in the “Formal” group; and 27 participants were in the “Trendy (Daring)” group.

Participants were asked to “select the clothing style that best describes the clothing style you wear most often” with 98 participants (72.1%) selecting “Street Casual.” This was the most popular selection of the four clothing categories, and is expected given the demographic of the participant population. Only 30 participants’ clothing style matched the candidate’s clothing style, and match did not have any significant influence on candidate likability or voting intention ( $p>0.10$ ). Thus, the variable of match was not used in further analyses of the data in Study 1.

As was expected, participants all reported generally positive reactions to the candidate, with no ceiling effects present in any of the participant responses measured (candidate likability, voting intention, perceived attractiveness, and perceived competence).

Several ANOVA tests were carried out to determine the influence clothing conditions had on candidate likability and voting intention. Using a Univariate ANOVA test with no covariates, fashion conditions for the political candidate had no influence ( $p>0.10$ ) on candidate likability or voting intentions. Several covariates were then introduced in ANCOVA tests to determine if an influence on candidate likability or voting intention could be found. When testing the political

alignment of the participants, it was found to have no effect as a covariate ( $p>0.10$ ) for candidate likability or voting intention, and will not be mentioned further. Univariate ANCOVA tests with the participants' self identified political party as a covariate was also performed for both candidate likability and voting intention. Participants' self identified political party as a covariate was found to have no effect ( $p>0.10$ ) on candidate likability and voting intention, and will not be mentioned further in Study 1. Univariate ANCOVA tests with the participants' self reported sex as a covariate was also performed for both candidate likability and voting intention. Participants' self reported sex as a covariate was found to have no effect ( $p>0.10$ ) on candidate likability or voting intention, and will not be mentioned further.

Next, Fashion Consciousness (FC) was tested as a covariate. To ensure the reliability of the FC scale, a scale reliability test was conducted. The Cronbach's Alpha of the FC scale was 0.944, which means the scale is highly reliable. Table 3-2 lists the number of participants (N) for each condition, means for candidate likability, and the standard deviation for each mean when FC is used as a covariate. With FC as a covariate, FC was found to be statistically significant ( $p<0.001$ ) in influencing candidate likability, while fashion conditions were marginally significant ( $p=0.081$ ) in influencing candidate likability. When the fashion conditions are compared to the control condition (no clothing mentioned) in a simple contrast test, the control condition was not found to be statistically significant in difference from "Street Casual" ( $p>0.10$ ) or "Formal" ( $p>0.10$ ) conditions; however, the control condition was found to be significantly different from "Business Casual" ( $p=0.028$ ) and "Trendy (Daring)" ( $p=0.010$ ) conditions.

Thus, **H1A** is supported; fashion choices of a male political candidate have an impact on candidate likability for young adult voters. Specifically, removing the effects of fashion-consciousness, the candidate described with "Street Casual" and "Formal" clothing had no difference in candidate likability from the candidate who did not have a fashion description; all three candidates were liked equally. Candidates described with "Business Casual" and "Trendy (Daring)" clothing were found to be liked less by the general population when compared to a candidate with no fashion description. This interpretation is supported by a correlation analysis between fashion condition and FC discussed subsequently.

**Table 3-2**

Fashion Condition with FC Covariate Influence on Candidate Likability For Study 1

Dependent Variable		Candidate likability	
Condition	N	Mean	Std. Deviation
1 Control	28	5.54	1.201
2 Street Casual	27	5.44	0.934
3 Business Casual	26	5.15*	1.317
4 Formal	28	5.32	0.863
5 Trendy (Daring)	27	5.07**	1.072
Total	136	5.31	1.085

Condition:  $F = 2.127$ ;  $df = 4$ ;  $p = 0.081$ FC:  $F = 18.961$ ;  $df = 1$ ;  $p = 0.000$ \* indicates significant difference from control at  $p = 0.05$ \*\* indicates significant difference from control at  $p = 0.01$ 

Table 3-3 lists the number of participants (N) for each condition, means for voting intention, and the standard deviation for each mean when FC is used as a covariate to examine the relationship between a candidate's clothing choices and young people's voting intention. Using FC as a covariate, FC ( $p < 0.001$ ) and fashion condition ( $p = 0.047$ ) are both statistically significant in influencing voting intention. When the various fashion conditions are compared to the control in a simple contrast test, the control condition was found to be not significantly different from "Street Casual" ( $p > 0.10$ ) or "Formal" ( $p > 0.10$ ); however, the control condition was found to significantly differ from "Business Casual" ( $p = 0.019$ ) and "Trendy (Daring)" ( $p = 0.027$ ) conditions. Thus, **H1B** was supported: fashion choices of a male political candidate have an impact on voting intentions of young adult voters. Specifically, when removing the effects of fashion-consciousness, the candidate described with "Business Casual" and "Trendy (Daring)" clothing were less likely to receive votes compared to a candidate who did not have his clothing described.



**Table 3-3**

Fashion Condition with FC Covariate Influence on Voting Intention For Study 1

Dependent Variable		Voting intention	
Condition	N	Mean	Std. Deviation
1 Control	28	5.11	1.370
2 Street Casual	27	5.30	1.353
3 Business Casual	26	4.65*	1.198
4 Formal	28	4.82	1.056
5 Trendy (Daring)	27	4.74*	1.259
Total	136	4.93	1.257

Condition:  $F = 2.475$ ;  $df = 4$ ;  $p = 0.047$ FC:  $F = 22.790$ ;  $df = 1$ ;  $p = 0.000$ \* indicates significant difference from control at  $p = 0.05$ 

To further illustrate differences between the various categories, pairwise comparison tables are presented below comparing each condition to all other conditions for candidate likeability and voting intention. As can be seen in Table 3-4, no significant differences exist between the fashion categories for candidate likeability in Study 1. Table 3-5 shows that there are no significant differences between the fashion categories for voting intention in Study 1.

**Table 3-4**

Pairwise Comparison of Fashion Conditions on Candidate Likeability in Study 1

	Control	Street Casual	Business Casual	Formal	Trendy (Daring)
	5.54 (1.201)	5.44 (0.934)	5.15 (1.317)	5.32 (0.863)	5.07 (1.072)
Control					
5.54 (1.201)		p=0.291	p=0.028	p=0.185	p=0.010
Street Casual					
5.44 (0.934)	p=0.291		p=0.235	p=0.799	p=0.110
Business Casual					
5.15 (1.317)	p=0.028	p=0.235		p=0.345	p=0.686
Formal					
5.32 (0.863)	p=0.185	p=0.799	p=0.345		p=0.174
Trendy (Daring)					
5.07 (1.072)	p=0.010	p=0.110	p=0.686	p=0.174	

**Table 3-5**

Pairwise Comparison of Fashion Conditions on Voting Intention in Study 1

	Control	Street Casual	Business Casual	Formal	Trendy (Daring)
	5.11 (1.370)	5.30 (1.353)	4.65 (1.198)	4.82 (1.056)	4.74 (1.259)
Control					
5.11 (1.370)		p=0.836	p=0.019	p=0.131	p=0.027
Street Casual					
5.30 (1.353)	p=0.836		p=0.319	p=0.313	p=0.316
Business Casual					
4.65 (1.198)	p=0.019	p=0.319		p=0.317	p=0.319
Formal					
4.82 (1.056)	p=0.131	p=0.313	p=0.317		p=0.441
Trendy (Daring)					
4.74 (1.259)	p=0.027	p=0.316	p=0.319	p=0.441	

From the ANCOVA analysis, it appears that high fashion-conscious participants liked candidates described with “Business Casual” and “Trendy (Daring)” clothing more than low fashion-conscious participants. When the effects of fashion-consciousness are stripped from the analysis,

these two clothing styles are liked less. In order to support the idea that higher FC values led to greater candidate likability and voting intention, a correlation test was used. For candidate likability, it was found that there was no correlation between FC and the control condition; as there was no mention of fashion in the control condition this is to be expected. FC correlated with “Street Casual” ( $p=0.002$ ) and “Trendy (Daring)” ( $p=0.002$ ) conditions and candidate likability with the correlations trending in a positive direction for candidate likability. FC correlated with a marginally significant ( $p=0.077$ ) positively trending correlation between “Formal” condition and candidate likability. And FC was not significant ( $p=0.271$ ) in correlation between “Business Casual” condition and candidate likability, but the attitude does trend in a positive direction.

For voting intention, it was found that there was no correlation between FC and the control condition, an expected result given the lack of fashion mentioned in the control condition. FC correlated with “Street Casual” ( $p=0.001$ ) and “Business Casual” ( $p=0.031$ ) conditions with the correlations trending in a positive direction for voting intention. FC correlated with a marginally significant ( $p=0.060$ ) positively trending correlation between “Trendy (Daring)” condition and voting intention. There was no statistically significant ( $p=0.200$ ) correlation between FC and the “Formal” condition; however the voting intention does trend in a positive direction. In general, these findings support the idea that participants high in fashion consciousness like and will vote for political candidates who are interested in all types of clothing more than participants low in fashion consciousness.

A median split test was conducted on the FC of participants in Study 1. The median FC was found to be 3.10 for participants in Study 1. Sixty-three participants had FC values below the median, 6 participants had FC values at the median, and 67 participants had FC values above the median. A comparison of the means and standard deviation for each condition on candidate likeability is presented in Figure 3-6 below. A comparison of the means and standard deviation for each condition on voting intention is presented in Figure 3-7 below.

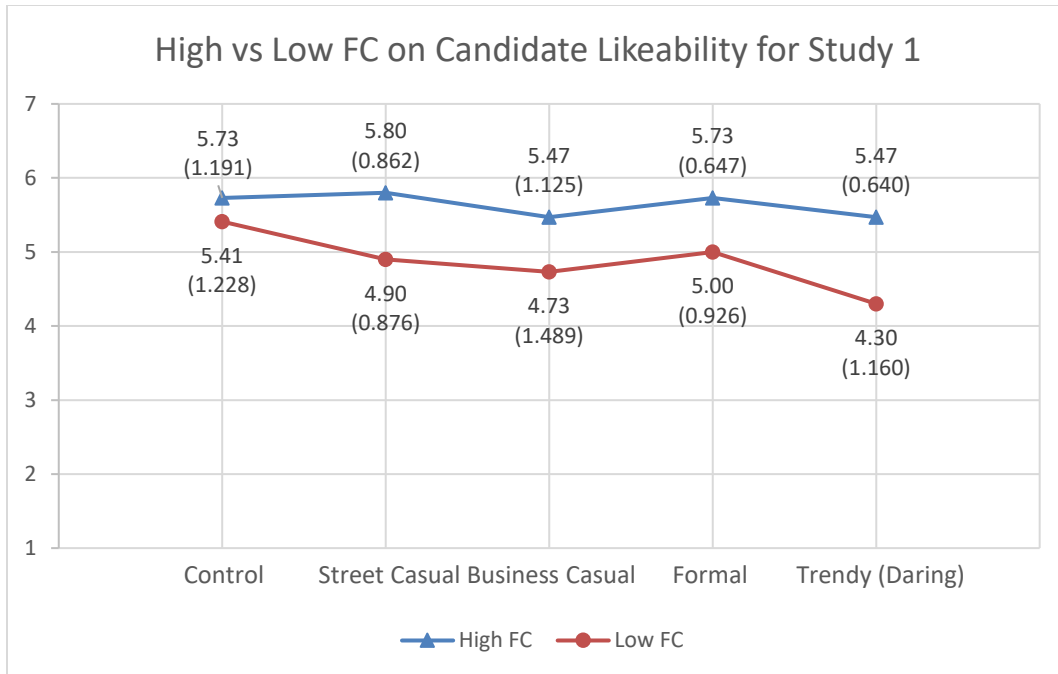


Figure 3-6

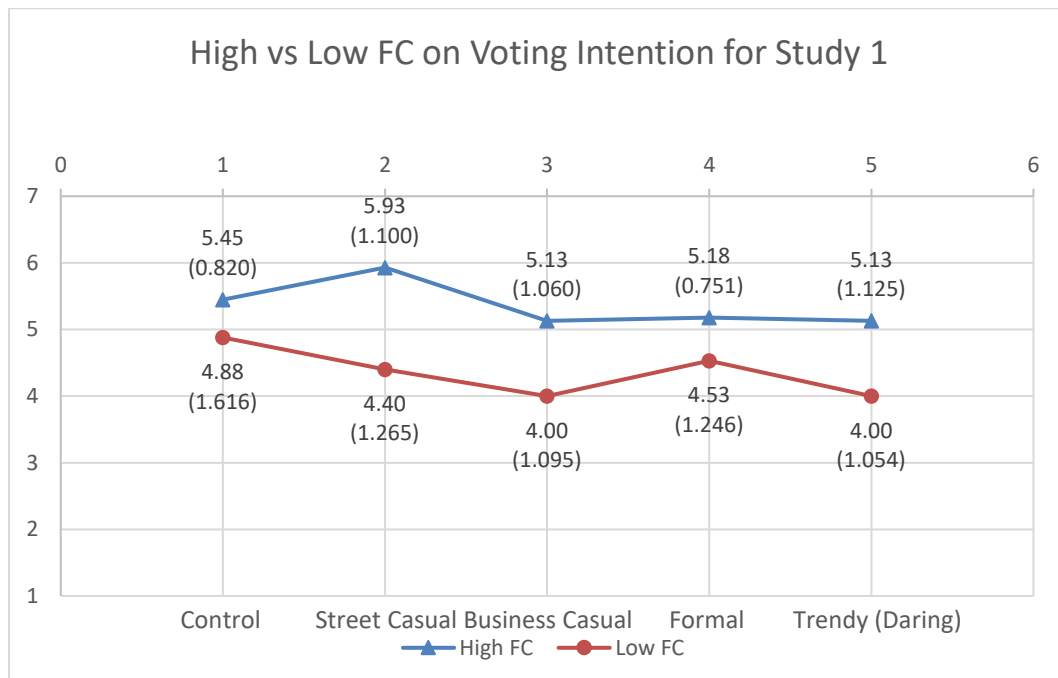
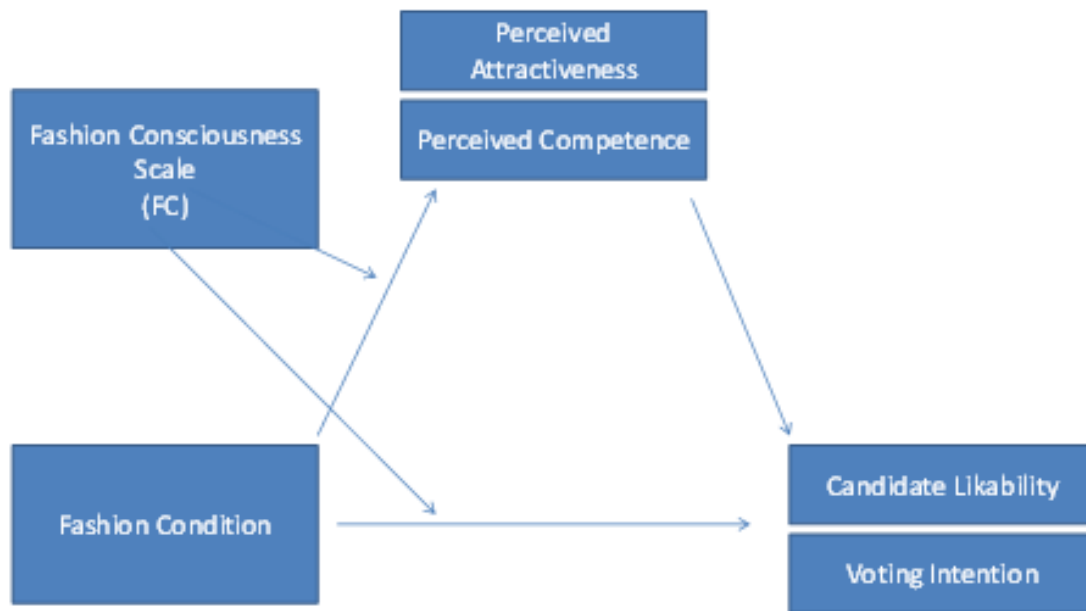


Figure 3-7

High vs Low FC on Voting Intention for Study 1

Summary independent-samples t-tests were performed to compare the participants with high FC scores against those with low FC scores. It was found that high FC participants and low FC participants differed significantly in their responses to “Street Casual” ( $p=0.020$ ) and “Trendy (Daring)” ( $p=0.020$ ) conditions for candidate likeability. Likewise, high FC Participants and low FC participants differed significantly in their responses to “Street Casual” ( $p=0.006$ ), “Business Casual” ( $p=0.015$ ), and “Trendy (Daring)” ( $p=0.019$ ) conditions for voting intention. It appears that participants in Study 1 with high FC were more likely to like a candidate described in “Street Casual” and “Trendy (Daring)” fashion and were more likely to vote for a candidate described in “Street Casual,” “Business Casual,” and “Trendy (Daring)” fashion than their low FC counterparts

To further test the expected mediators and covariates, a moderated mediation analysis was undertaken using an SPSS PROCESS developed by Dr. Andrew F. Hayes (Pieters 2017). Figure 3-8 is the proposed model of the most influential mediators and covariates in determining candidate likability and voting intention. As previous tests have already demonstrated a statistically significant relationship between the fashion conditions of the candidate and candidate likability and voting intention, a mediation analysis will further illustrate how this relationship is taking place (Hayes 2013). Additionally, Median Split testing has shown a normally distributed sample of participants with regards to their FC scores that is representative of the general population, fulfilling the assumptions required of moderated mediation analysis.



The analysis was set up to test the moderating (conditional) effects of the modified Fashion Consciousness Scale (FC) on the mediating (process) effects of perceived candidate attractiveness and perceived candidate competence. The analysis revealed a non-significant moderating effect of FC through perceived candidate attractiveness ( $b=0.0867$ ,  $p=0.2432$ ) but a significant moderating effect of FC through perceived candidate competence ( $b=0.3926$ ,  $p<0.001$ ) mediation pathways for candidate likability as seen in Figure 3-9. There was also a statistically significant moderating effect of FC through both perceived candidate attractiveness ( $b=0.2013$ ,  $p=0.0247$ ) and perceived candidate competence ( $b=0.2918$ ,  $p=0.0016$ ) mediation pathways for voting intention as seen in Figure 3-10. In addition, the analysis was able to show a marginally significant effect ( $b=-0.1068$ ,  $p=0.0536$ ) for the direct pathway of fashion condition on candidate likability (Figure 3-9) and a statistically significant effect ( $b=-0.1411$ ,  $p=0.0337$ ) for the direct pathway of fashion condition on voting intention (Figure 3-10).

However, the models of moderated mediation for combined direct and indirect mediation pathways of perceived candidate attractiveness ( $p>0.05$ , CI [-0.0061, 0.0635]) and perceived candidate competence ( $p>0.05$ , CI [-0.0392, 0.1029]) for candidate likability (Figure 3-9) and the

combined direct and indirect mediation pathways of perceived candidate attractiveness ( $p > 0.05$ , CI [-0.0065, 0.0922]) and perceived candidate competence ( $p > 0.05$ , CI [-0.0273, 0.0905]) for voting intention (Figure 3-10) were not statistically significant. Thus, **H2** was not supported in Study 1. The overall models were not statistically significant, but there were statistically significant pathways within the models that influenced candidate likability and voting intention.

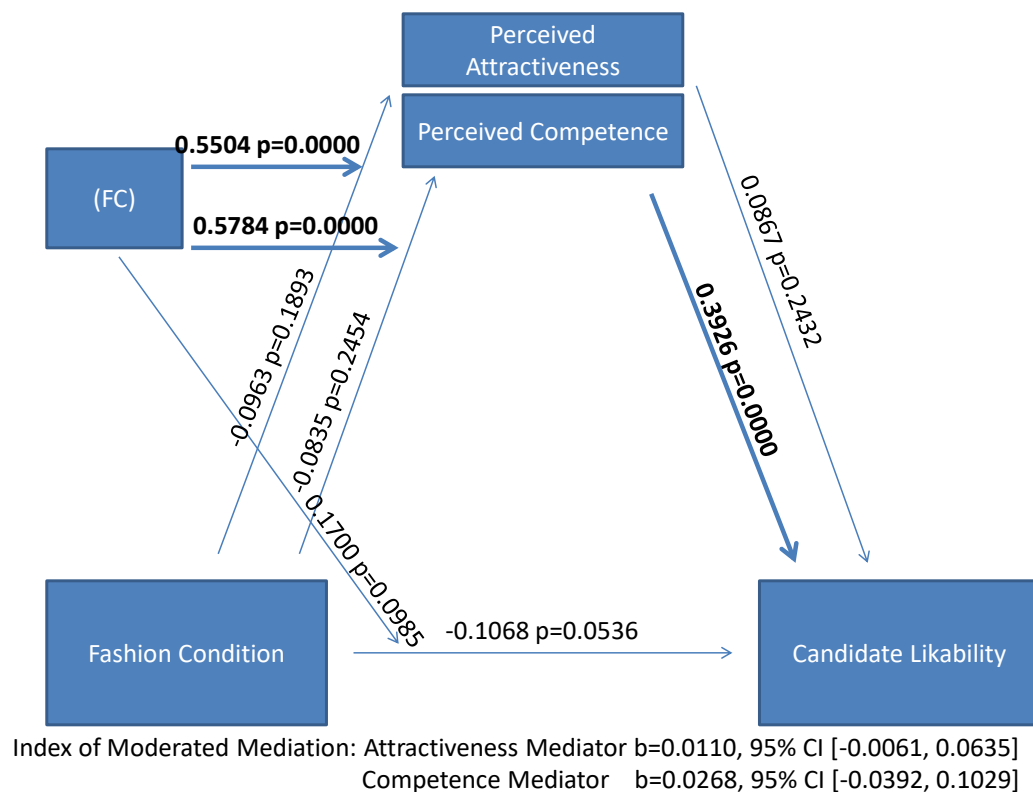


Figure 3-9  
Moderated Mediation of Candidate Likeability



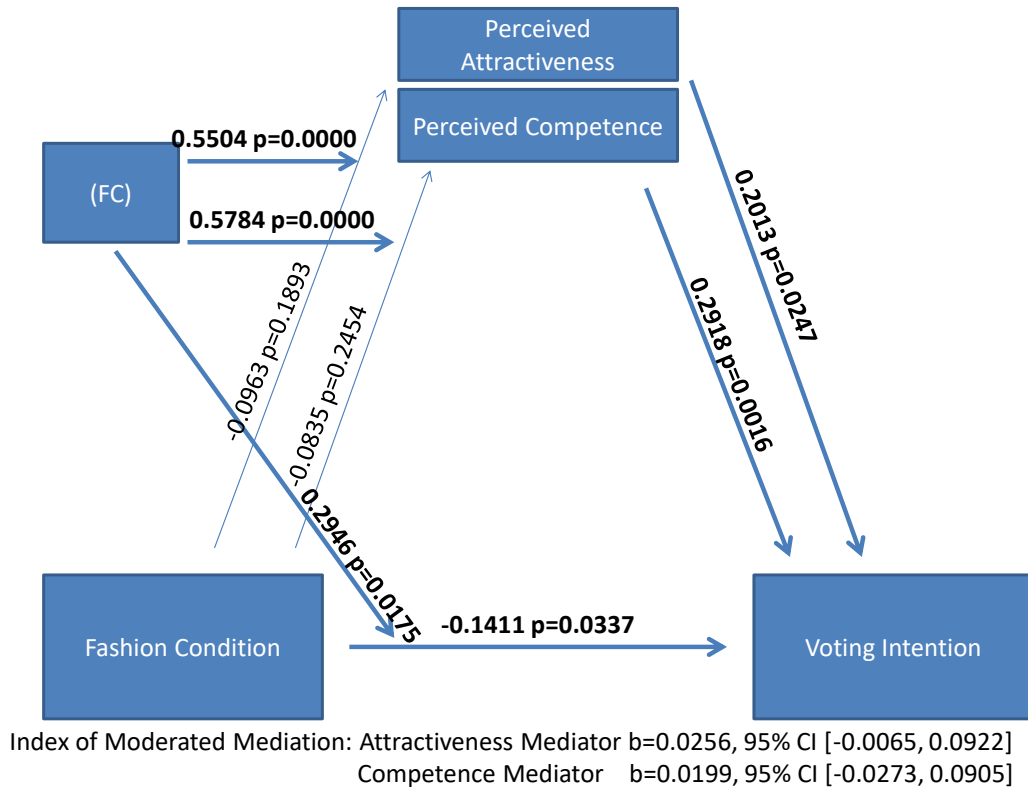


Figure 3-10

### Moderated Mediation of Voting Intention

### 3.9 Study 1 Discussion

In Study 1, the candidate elicited generally positive responses from the participants. However, statistical analysis revealed that some fashion categories of clothing had an adverse effect on candidate likability and voting intentions. Participants who had a higher score in the Fashion Consciousness Scale (FC) liked candidates described in the “Street Casual,” “Business Casual,” and “Trendy (Daring)” fashion conditions more than the general participant population. In order to gain insight into why this may be the case, the written responses that participants submitted regarding the descriptions of the candidate were examined. With the control serving as a baseline, some participants found the described candidate to be “vain,” “wealthy,” or “out of touch” in the “Business Casual” condition. In the “Trendy (Daring)” condition, the described candidate was seen as “elitist,” “frivolous,” and was “not characteristic of a serious candidate.” These negative responses could explain why some participants, particularly those who had lower FC means, would view the candidate more negatively than those who had higher FC means. The negative affect evident in these responses is in line with expectations, as many in North America

view fashion as a feminine realm under the hegemonic view of masculinity and not suitable for a serious male politician.

Voters expect male political candidates to be dressed in a suit, an outfit commonly seen as the default for political candidates, so participants in the control condition may have already pictured the candidate in a suit. The description in the “Formal” category specifically mentions a suit, which may have contributed to the greater positive response from the participants. Participants in the “Formal” condition described candidate as being “professional” at a greater rate than the responses the control description elicited. The expectations of a male politician being dressed in a suit is likely to have lead to the more positive responses from participants in the “Formal” category rather than “Business Casual” or “Trendy (Daring).”

Finally, some participants in the “Street Casual” category responded with favorable impressions of the candidate, often stating that he was “approachable,” “relatable,” and “open to constituents.” The positive affect of these responses would help to explain why participants had a highly positive response to the candidate in the “Street Casual” category. These participant responses provide a possible explanation for the disparity in candidate likability and voting intention for the “Street Casual,” “Business Casual,” and “Trendy (Daring)” categories when compared to the others.

While there were statistically significant mediation pathways in our moderated mediation model, the overall model was not statistically significant. However, this may be due to the written description nature of the study conditions in Study 1. Study 2 used an image along with the written description. The use of an image along with the written representation has greater construct and external validity as politicians in popular media are usually referred to and discussed with accompanying visual images.

### **3.10 Study 2**

Study 2 had the same independent, dependent, mediating, and moderating variables as depicted in Figure 3-1 and as used in Study 1. Study 2 used images of the candidate along with a matching written description from Study 1 (Study 2 appears in Appendix C). The online consent language participants saw for Study 2 is included at the beginning of Appendix C. No control condition was used in Study 2, as the candidate had to be shown wearing some type of clothing. Study 2

consisted of 120 participants age 18-29 recruited by the Social Science Research Laboratory at the University of Saskatchewan. Participants were entered into a draw for a \$25.00 gift card by starting the survey, and entered into a draw for a \$74.00 gift card after the conclusion of their participation in the study. For Study 2, participants were shown an image of a candidate along with his written description. In Study 2, participants were randomly assigned to one of the candidate image and description conditions. As in Study 1, after viewing the image and description, participants were first asked to “please provide your thoughts, feelings, and opinions about the candidate” before they were asked other questions in order to provide an unbiased response to the candidate.

The voter appeal of the candidate was measured using single measure 7-point scales. Participants were asked “based on the information provided, please rate your opinion of the candidate” and “how likely will you vote for this candidate?” As in Study 1, these two questions measured the voter appeal of the candidate. Source effects of the candidate were measured based on the candidate’s perceived attractiveness and competence using a single-measure 7-point scales. Participants were also asked to rate the candidate’s perceived attractiveness and competence using the same scaled measures as in Study 1.

As the Match results were not significant for Study 1, Study 2 used different questions to collect the necessary data. Participants were asked to indicate their personal clothing choices, to select which one best describes their own fashion style. They were then asked to state how similar they felt the political candidate’s clothing was to their own on a 7-point scale, with 1 corresponding to “Not similar,” and 7 corresponding to “Very similar.”

The covariates of Study 2 were measured using a modified version of the Fashion Consciousness Scale originally developed by Gould and Stern (1989), along with the political orientation of the participants, the age and gender of the participants, and a general question to determine their level of familiarity with North American fashion. Using the same measures as Study 1 allows the research results to be compared between the two studies.

### **3.11 Pretest 2**

In order to conduct Study 2, a selection of images of outfits that fit the established categories of “Street Casual,” “Business Casual,” “Formal,” “Trendy (Daring)” as established in Study 1 were

tested with a sample of young voters in Pretest 2. Pretest 2 consisted of several images of each category of fashion clothing (see Figure 3-5), with participants able to select which of the four clothing categories each outfit image best fits. A model that fit the physical descriptors for the political candidate used in Study 1 was hired for Pretest 2. The hired model was a regularly-attractive male model, rather than a highly-attractive male model, as this will help avoid a negative backlash from participants against a highly attractive model (Bower 2001). A local menswear store provided clothing for the model that fit the descriptions used in Study 1, and several outfits were created for each of the four fashion categories used. Photos of the model in the various outfits were taken against the same neutral background, thus avoiding unwanted associations that may be introduced from external visual cues.

### **3.12 Pretest 2 Results**

Pretest 2 had 25 participants (68% male), with an average age of 21.5, with eight of the participants being 21 years old, the most common age of participants for Pretest 2. Participants had a generally positive familiarity with fashion in North America (mean = 5.41 on a 7-point scale). After viewing an image of the political candidate in a particular outfit, participants were asked to select the one fashion categories that they felt best fit from four options (“Street Casual,” “Business Casual,” “Formal,” “Trendy (Daring)”). Following the completion of Pretest 2, it was discovered that while participants were able to strongly identify outfits in the “Street Casual” (96%) and “Formal” (96%) categories, as seen in Figure 3-11 and 3-12 below, “Business Casual” (56% for both images tested) and “Trendy (Daring)” (0-20% for the four images tested) yielded unfavorable results. It appears that the “Business Casual” category was not clearly identifiable for a significant portion of the participants, who selected options from all three of the other categories. “Trendy (Daring)” appeared to not have been trendy or daring enough for the young voter population. Many participants, up to 96%, viewed some of the “Trendy (Daring)” outfits as “Formal.” The results seem to indicate that the presence of a necktie, regardless of the formality of the tie, was seen by participants as a marker of a “Formal” outfit. A second round of photos was required with changes that would help to create a more distinctly identifiable outfit for the participants.



Figure 3-11  
Street Casual Condition



Figure 3-12  
Formal Condition

Additional photographs were taken of the same model against the same background in outfits selected by the researcher that were believed to be more readily identifiable for the participant population. The second Pretest for Study 2, identified as Pretest 2.1, had 50 participants (62% male), with an average age of 20.5. The ages of 19 and 20 were the most common age of participants with 14 each, and participants had a generally positive familiarity with fashion in North America (mean = 5.22 on a 7-point scale). Pretest 2.1 is included as Appendix C. The “Street Casual” and “Formal” outfits that were successfully tested previously were re-tested in Pretest 2.1 and received similarly strong matches to the correct clothing category from participants (98% for “Street Casual” and 96% for “Formal”). Several outfits were created for “Business Casual” that were more in line with outfits that are commonly worn by politicians in a more casual setting. Figure 3-13 below shows the image selected by the most participants (98%) to be “Business Casual.” Several “Trendy (Daring)” outfits were constructed that did not feature a necktie, and more prominently displayed bright colors and distinct visual patterns. The photo chosen to be used for Study 2 had 76% of participants rate it as a “Trendy (Daring)” outfit, and offered a clear contrast to the “Formal” category that was already selected, as seen in Figure 3-14 below. Following the successful completion of this Pretest, the four images selected by participants that best fit into the fashion categories used in Study 2 were paired with the written descriptions of the candidate from Study 1, and were used as the independent variable in Study 2. The image from Figure 3-11 was used in Study 2 in the “Street Casual” category, Figure 3-13 was used in the “Business Casual” category, Figure 3-12 was used in the “Formal” category, and Figure 3-14 was used in the “Trendy (Daring)” category.



Figure 3-13  
Business Casual Condition





Figure 3-14  
Trendy (Daring) Condition

### 3.13 Study 2 Results

Following online data collection from the SSRL participation pool, 99 valid completed surveys were collected for testing via statistical analysis. Participants surveys with incomplete or inappropriate responses were removed from the sample. All of the valid participants for Study 2 were in the 18-29 year-old young voter age group, with 63.7% between 19 and 22; the mean age for the participants was 21.6, (st. dev. = 2.69). Of the participants, 70 identified as female (70.1% of the total participants). Participants reported generally positive familiarity with fashion in North America, with a mean response of 4.75 on a 7-point scale, with 1 corresponding to least familiar and 7 corresponding to most familiar. Participants also reported a slightly more liberal overall political orientation, with a mean response of 5.70 (st. dev. = 2.70) on an 11-point scale, with 1 corresponding with most liberal and 11 corresponding with most conservative. However, 23 participants (23.2%) self-reported as identifying with the Conservative party, the largest self-reported party.

Participants were randomly selected for one of four conditions based on the fashion category of the political candidate. Of the 99 participants, 22 participants were in the “Street Casual” group, 27 participants were in the “Business Casual” group, 22 participants were in the “Formal” group, and 28 participants were in the “Trendy (Daring)” group. Participants were asked to “select the clothing style that best describes the clothing style you wear most often” with 78 participants (78.8%) selecting “Street Casual.” This was the most popular selection of the four clothing categories and is expected given the demographic of the participant population. Only 20 participants’ clothing style matched the candidate’s clothing style, and match did not have any significant influence on candidate likability or voting intention ( $p > 0.10$ ).

As was expected, participants all reported generally positive reactions to the candidate, with no ceiling effects present in any of the participant responses measured (candidate likability, voting intention, perceived attractiveness, and perceived competence).

Several ANOVA tests were carried out to determine the influence clothing conditions had on candidate likability and voting intention. Using a Univariate ANOVA test with no covariates, fashion conditions for the political candidate had no influence ( $p > 0.10$ ) on candidate likability or voting intentions. ANCOVA tests were conducted on covariates identified in Study 1 (Political

Orientation, Political Party Identification, Sex, and Match) to determine if an influence on voter appeal could be found. Testing revealed that none of the covariates had a significant influence on candidate likability or voting intention ( $p>0.10$ ).

Next, Fashion Consciousness (FC) was tested as a covariate. To ensure the reliability of the FC scale, a scale reliability test was conducted for Study 2 data. The Cronbach's Alpha of the FC scale was 0.950, which means the scale is highly reliable. ANCOVA tests were conducted using FC as a covariate, and it was found that FC was not a significant moderator for candidate likeability or voting intention ( $p>0.10$ ). In contrast to the results of Study 1, in Study 2, hypotheses **H1A** and **H1B** were not supported. Fashion choices of a male political candidate do not have an impact on candidate likability or voting intention for young adult voters.

**Table 3-6**

Fashion Condition with FC Covariate Influence on Candidate Likability For Study 2

Dependent Variable		Candidate likability	
Condition	N	Mean	Std. Deviation
1 Street Casual	22	5.14	0.990
2 Business Casual	27	5.04	1.400
3 Formal	22	5.14	1.283
4 Trendy (Daring)	28	5.21	1.067
Total	99	5.13	1.184

Condition:  $F = 0.100$ ;  $df = 3$ ;  $p = 0.960$

FC:  $F = 0.009$ ;  $df = 1$ ;  $p = 0.924$

\* indicates significant difference from control at  $p = 0.05$

\*\* indicates significant difference from control at  $p = 0.01$

Several ANOVA tests were carried out to determine the influence clothing conditions had on candidate attractiveness and competence. Using a Univariate ANOVA test with no covariates, fashion conditions for the political candidate had no influence ( $p>0.10$ ) on candidate attractiveness or competence. Data from Study 2 also showed no significant differences in

candidate likability or voting intention based on any of the four clothing categories. When FC was tested as a covariate, it was not a significant moderator for Attractiveness ( $p=0.206$ ), or Competence ( $p=0.873$ ). As no significant results were found for any variable, no moderated mediation tests were conducted. Thus, **H2** was not supported by Study 2 results: effects of a male politician's fashion choices on voter appeal were not mediated by source effects of perceived attractiveness, competence, or similarity. Results from Study 2 can be viewed in tables 3-6 and 3-7:

**Table 3-7**

Fashion Condition with FC Covariate Influence on Voting Intention For Study 2

Dependent Variable		Voting intention	
Condition	N	Mean	Std. Deviation
1 Street Casual	22	4.55	1.335
2 Business Casual	27	4.70	1.728
3 Formal	22	4.41	1.919
4 Trendy (Daring)	28	4.54	1.503
Total	99	4.56	1.611

Condition:  $F = 0.165$ ;  $df = 3$ ;  $p = 0.920$

FC:  $F = 0.856$ ;  $df = 1$ ;  $p = 0.357$

\* indicates significant difference from control at  $p = 0.05$

Pairwise comparison tables are presented below comparing fashion conditions to one another for candidate likeability and voting intention. Without a control condition, it is important to examine the differences between fashion categories. As can be seen in Table 3-8 below, no significant differences exist between the fashion categories for candidate likeability in Study 2. Table 3-9 below shows that there are no significant differences between the fashion categories for voting intention in Study 2.

**Table 3-8**

Pairwise Comparison of Conditions on Candidate Likeability in Study 2

	Street Casual 5.14 (0.990)	Business Casual 5.04 (1.400)	Formal 5.14 (1.283)	Trendy (Daring) 5.21 (1.067)
Street Casual 5.14 (0.990)		p=0.777	p=0.996	p=0.818
Business Casual 5.04 (1.400)	p=0.777		p=0.782	p=0.586
Formal 5.14 (1.283)	p=0.996	p=0.782		p=0.814
Trendy (Daring) 5.21 (1.067)	p=0.818	p=0.586	p=0.814	

**Table 3-9**

Pairwise Comparison of Conditions on Voting Intention in Study 2

	Street Casual 4.55 (1.335)	Business Casual 4.70 (1.728)	Formal 4.41 (1.919)	Trendy (Daring) 4.54 (1.503)
Street Casual 4.55 (1.335)		p=0.720	p=0.745	p=0.980
Business Casual 4.70 (1.728)	p=0.720		p=0.485	p=0.722
Formal 4.41 (1.919)	p=0.745	p=0.485		p=0.713
Trendy (Daring) 4.54 (1.503)	p=0.980	p=0.722	p=0.713	

As hypotheses were not supported from the data collected for Study 2, the researcher returned to the original data file collected by the online survey platform to reconstruct an SPSS appropriate dataset for testing to ensure the accuracy of the dataset used. Following the reconstruction, data from several participants were checked over field-by-field to ensure that no errors were made during data entry and dataset construction. All values matched the original data file from the online survey platform and the original dataset constructed for SPSS analyses. This suggest that no errors were made as part of data entry and dataset creation. SPSS analyses were conducted a second time using the new dataset and results matched those from the analyses that were conducted for the original dataset. This suggested that no errors were made as part of SPSS analyses.

### 3.14 Study 2 Discussion

As the results of Study 2 did not match those of Study 1, further investigation was conducted to ascertain what factors may have contributed to the lack of significant results in Study 2. To compare differences between the results, an independent samples t-test was conducted comparing the participants of Study 1 with those of Study 2. A few notable outcomes immediately stood out. Participants in Study 2 (21.6) were a little older than those in Study 1 (20.0) ( $p < 0.01$ ). However, the participants were drawn from a similar student population, and this was not expected to have played a significant role in the differing results between the two studies. The participants in both studies were drawn from a larger young voter demographic (18-29) and both studies had participants across the full spectrum of age. Age is not believed to be a causal variable for the differing results between studies.

Political orientations of the participants in Study 2 (5.70) was more liberal than participants in Study 1 (6.78) ( $p < 0.01$ ), with lower values corresponding to a more liberal orientation. Like age before, this was not expected to have played a significant role in the differing results between the two studies for several reasons. The candidate described was presented without political affiliation in Study 1 and Study 2. Political orientation was also not found to be a significant moderator in either Study 1 or Study 2. Thus, political orientation was not believed to be a causal variable for the differing results between studies.

The familiarity of participants in both studies to North American fashion were not significantly different. The participants in Study 2 (4.75) and Study 1 (4.80) ( $p > 0.05$ ) not found to be significantly different when tested. As these values showed no significant difference, familiarity was not expected to have played a significant role in the differing results between the two studies.

Looking at gender, the two studies were different in their gender distribution. Study 1 had a much higher proportion of male participants (54%) than Study 2 (27%) ( $\chi^2 = 18.55$ ;  $df = 2$ ;  $p < 0.01$ ). But, as gender was not a significant covariate in either study, even with this large of a change in the proportions of gender between the two studies, it is not believed to be a causal variable.

When comparing the FC scores of the two studies, a significant difference was observed. Participants in Study 2 (2.67) had a lower FC score compared to Study 1 (3.12) ( $p < 0.01$ ). As observed in Study 1, participants with a lower FC score responded more negatively to the candidate when fashion conditions are presented. Summary independent-samples t-tests were used to compare the candidate likability and voting intention results that included FC as a covariate. The voting intention for a candidate in “Street Casual” clothing was marginally lower in Study 2 (4.55) than in Study 1 (5.30) ( $t = 1.944$ ;  $df = 45.257$ ;  $p = 0.058$ ). Other conditions and the overall results were not significantly different ( $p > 0.05$ ). The lower FC score of participants in Study 2 is likely to have contributed to a marginally lower response to the “Street Casual” condition than in Study 1. The results for candidate likability and voting intention with FC as a covariate of each fashion condition in Study 1 and Study 2 is contrasted in Tables 3-10 and 3-11 below.



**Table 3-10**

Fashion Condition with FC Covariate Influence on Candidate Likability Study 1 and 2 Contrast

Dependent Variable	Candidate likability			
Condition	N	Study 1 Mean (Std. Deviation)	N	Study 2 Mean (Std. Deviation)
1 (Street Casual)	27	5.44 (0.934)	22	5.14 (0.990)
2 (Business Casual)	26	5.15* (1.317)	27	5.04 (1.400)
3 (Formal)	28	5.32 (0.863)	22	5.14 (1.283)
4 (Trendy (Daring))	27	5.07** (1.072)	28	5.21 (1.067)
Total	108	5.25 (1.047)	99	5.13 (1.184)

Study 1:

Condition:  $F = 2.127$ ;  $df = 4$ ;  $p = 0.081$ FC:  $F = 18.961$ ;  $df = 1$ ;  $p = 0.000$ 

Study 2:

Condition:  $F = 0.100$ ;  $df = 3$ ;  $p = 0.960$ FC:  $F = 0.009$ ;  $df = 1$ ;  $p = 0.924$ \* indicates significant difference from control at  $p = 0.05$ \*\* indicates significant difference from control at  $p = 0.01$

**Table 3-11**

Fashion Condition with FC Covariate Influence on Voting Intention Study 1 and 2 Contrast

Dependent Variable	Candidate likability			
Condition	N	Study 1 Mean (Std. Deviation)	N	Study 2 Mean (Std. Deviation)
1 (Street Casual)	27	5.30 (1.353)	22	4.55 (1.335)
2 (Business Casual)	26	4.65* (1.198)	27	4.70 (1.728)
3 (Formal)	28	4.82 (1.056)	22	4.41 (1.919)
4 (Trendy (Daring))	27	4.74* (1.259)	28	4.54 (1.503)
Total	108	4.88 (1.257)	99	4.56 (1.611)

Study 1:

Condition:  $F = 2.475$ ;  $df = 4$ ;  $p = 0.047$ FC:  $F = 22.790$ ;  $df = 1$ ;  $p = 0.000$ 

Study 2:

Condition:  $F = 0.165$ ;  $df = 3$ ;  $p = 0.920$ FC:  $F = 0.856$ ;  $df = 1$ ;  $p = 0.357$ \* indicates significant difference from control at  $p = 0.05$ 

Median split tests were performed on Study 2 to compare the participants with those of Study 1. The FC median in Study 2 is 2.65, with 4 participants at the median value. As noted earlier, FC values in Study 2 are significantly lower than in Study 1. Rather than using a median of 2.65 to perform median split tests for Study 2, the 3.10 median from Study 1 was applied to Study 2 results as Study 1 sample was more representative of the general population. As Study 2 FC scores skewed low, less than 10 participants with high FC scores were in each condition when participants were divided up based on a representative median ( $n = 5$  for “Street Casual,”  $n = 6$

for “Business Casual,”  $n = 9$  for “Formal,”  $n = 4$  for “Trendy (Daring)”). This precludes the ability to perform summary independent-samples t-tests on the high and low FC participants in Study 2. This also does not fulfill the assumptions required of moderated mediation, which is another reason why this test was not conducted. Candidate likeability and voting intention of participants with low FC is represented graphically below in figure 3-15 for consistency with Study 1.

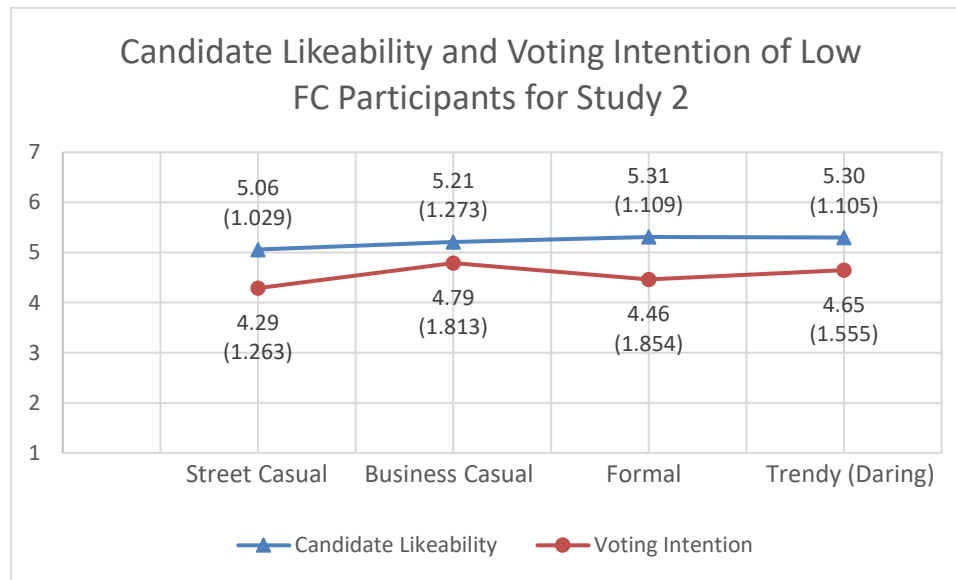


Figure 3-15

Pairwise independent-samples t-tests performed on the low FC participants from Study 1 and Study 2 found that they generally did not differ in how they viewed the candidate. However, low FC participants in Study 2 (5.30) had a more positive response than participants in Study 1 (4.30) ( $p=0.034$ ) when the candidate was presented in “Trendy (Daring)” fashion. This did not translate into a significant difference ( $p>0.05$ ) in voting intention between the two studies. This is believed to be a result of the differences between Study 1 and Study 2, as Study 2 introduced an image of the described candidate. While only the “Trendy (Daring)” condition resulted in a significant increase in candidate likeability, values were generally higher in all conditions for Study 2 suggesting that the presence of a visual element elicited slightly more positive responses from the participants. The fact that voting intention did not significantly vary across the two studies suggests that these image effects are limited to how participants like the candidate, but does not extend to greater likelihood to vote for the candidate.

Additionally, Study 1 indicated that participants with lower FC scores were less able to parse the differences between the fashion categories. This may have led to participants in Study 2 less able to see the differences between fashion conditions. FC scores were not recorded for participants in Pretest 2.1, which determined the images used in Study 2. But familiarity was measured, and when compared using a summary independent-samples t-test, participants in Pretest 2.1 (5.22) was marginally higher than those of participants in Study 2 (4.75) ( $p = 0.068$ ). This suggests that participants in Pretest 2.1, who determined the images used in Study 2, were marginally more familiar with fashion in North America than participants in Study 2. This marginal difference in familiarity combined with participants' lower FC scores may have played a role in participants in Study 2 giving similar feedback to the different fashion categories.

An independent samples t-test was conducted to help determine whether the model used in Study 2 was appropriate. The candidate's candidate likeability and voting intention were compared between participants from Study 1 who were randomly selected for the fashion conditions and Study 2. Results showed that there was no significant difference ( $p > 0.05$ ) between Study 1 (5.25) and Study 2 (5.13) in terms of candidate likeability. The results also showed Study 1 (4.88) and Study 2 (4.56) were not significantly different ( $p > 0.05$ ) in terms of voting intention. This indicates that participants in Study 2 did not have a different view of the candidate than participants in Study 1. This result suggests that the model used for Study 2 was appropriate given the fashion narrative constructed for him.

In Study 1, participants were randomly assigned to one of four fashion conditions or a control condition. This control condition was not present in Study 2. A dataset was created which combined results of the control condition from Study 1 with the fashion conditions from Study 2 in order to conduct Univariate ANOVA tests for candidate likeability and voting intentions. While this is not a correct test to measure significant variations between conditions from two separate studies with unique sample populations, this method may help to illustrate some of the differences that were present in the results of the two studies. candidate likeability was not found to have significant difference when the control condition from Study 1 was combined with the fashion conditions from Study 2 ( $p > 0.05$ ). Likewise, voting intention was not found to have significant difference when the control condition from Study 1 was combined with the fashion conditions from Study 2 ( $p > 0.05$ ). The results for these tests are presented in Tables 3-12 and 3-

13 below. These tests suggest that there are no significant differences in voter appeal when fashion was mentioned in Study 2 and when fashion was not mentioned in Study 1. But while there is no difference, the highest candidate likeability and voting intention from participants in both studies were in the “no fashion” or control condition of Study 1. This result implies that voters continue to show generally negatively responses when fashion is explicitly mentioned for politicians.

**Table 3-12**

Fashion Condition Influence on Candidate Likability  
Study 1 Control combined with Study 2 Conditions

Dependent Variable		Candidate likability	
Condition	N	Mean	Std. Deviation
1 Control	29	5.52	1.184
2 Street Casual	22	5.14	0.990
3 Business Casual	27	5.04	1.400
4 Formal	22	5.14	1.283
5 Trendy (Daring)	28	5.21	1.067
Total	128	5.22	1.190

Condition:  $F = 0.659$ ;  $df = 4$ ;  $p > 0.05$

\* indicates significant difference from control at  $p = 0.05$

\*\* indicates significant difference from control at  $p = 0.01$

**Table 3-13**

Fashion Condition Influence on Voting Intention  
Study 1 Control combined with Study 2 Conditions

Dependent Variable		Candidate likability	
Condition	N	Mean	Std. Deviation
1 (Control)	29	5.14	1.356
2 (Street Casual)	22	4.55	1.335
3 (Business Casual)	27	4.70	1.728
4 (Formal)	22	4.41	1.919
5 (Trendy (Daring))	28	4.54	1.503
Total	128	4.69	1.571

Condition:  $F = 0.876$ ;  $df = 4$ ;  $p > 0.05$

\* indicates significant difference from control at  $p = 0.05$

\*\* indicates significant difference from control at  $p = 0.01$

To try and understand why the results of Study 2 did not match the results of Study 1, written responses from participants were explored in an attempt to clarify differences. Digging into these responses led to some interesting findings. Participants from all four fashion conditions mentioned that they found fashion to be “unnecessary” for a politician when explicitly discussed. Even participants in the “Street Casual” condition, who generally found the candidate to be “down to earth” and “approachable,” still generally looked upon fashion as an unfavorable characteristic. The general theme of responses found discussions of the candidate’s fashion preferences distracting, and both the “Business Casual” and “Formal” categories elicited responses that the candidate was “from a very upper-class, privileged background” and would not be able to understand issues facing constituents who were lower- or middle-class. However, while some responses to the candidate’s fashion aligned with the generally negative perceptions in the “Trendy (Daring)” category, most of the participants had a positive reaction to the bold clothing. Participants felt that they could identify the candidate as someone with “personality” and he was not seen as a “cookie-cutter” candidate. The “Trendy (Daring)” category in this study did not elicit the same negative perceptions of low intelligence that Bell (1991) reported; no

participants in Study 2 made a comment perceiving the candidate to have low intelligence. Participants generally did not find the candidate to look “unprofessional” in this category, and like those in the “Street Casual” condition, found the candidate to be “approachable.” This may be a result of a shift in normative views of hegemonic masculine props and costumes that has occurred over the preceding 25-plus years. The candidate likeability for “Trendy (Daring)” condition was lower in Study 1 (5.07) than in Study 2 (5.21). While this is not a significant difference ( $p > 0.05$ ), it suggests that the inclusion of an image of the candidate in “Trendy (Daring)” clothing may lead to more positive responses than when young voters are left to imagine such an outfit. These positive results are somewhat aligned with the results of Bell’s (1991) study where it was found that men who dressed in a very daring manner were seen as most popular, which was believed to be beneficial for a political candidate.

## CHAPTER 4: GENERAL DISCUSSION

In Study 1, physical surveys were used in a second-year business class to collect data that reflected young voters' attitudes and voting intention towards a hypothetical political candidate in a local city council election. Participants were randomly assigned to be in one of five experimental conditions that described the candidate. The control condition had a positive description of the candidate with no fashion elements. The four fashion conditions had the same positive description found in the control condition, but also included the fashion descriptions reflective of the four fashion categories. Results of Study 1 indicate that the young voter population generally had a less favorable view of political candidates when fashion descriptions are incorporated, with the "Business Casual" and "Trendy (Daring)" categories being significantly lower. However, participants who scored higher on the Fashion Consciousness Scale (FC) had a more favorable response to fashion; they were more receptive of the "Street Casual," "Business Casual," and "Trendy (Daring)" categories than their counterparts with lower FC scores. While more noticeable effects in Study 2 were expected, with the introduction of an image of the candidate in outfits reflective of the fashion description lending greater validity to the study, there was a lack of significant results for Study 2. This may have been a result of the lower FC scores for participants in Study 2. These findings lead to several interesting implications for theory and practice.

Concerning theory, this study starts to address noticeable gaps in male fashion research, specifically pertaining to the political realm. The results of this study suggest that any mention of fashion is viewed as a negative with regards to the politician's voter appeal. Young voters (18-29) as a whole did not positively receive a male political candidate who explicitly communicated an interest in fashion. As other researchers have suggested in the past (Honeyman 2002; Noh et al. 2015; Thompson and Haytko 1997; Twigg 2007), clothing is conceptualized as a feminine domain in Western thought and men who express an interest in fashion or a non-normative representation of masculinity are often viewed more negatively than their counterparts who do not explicitly express an interest in fashion. This study suggests that contemporary young voters may not differ from this traditional viewpoint and that hegemonic masculinity still exerts power over young voters. The results of this study suggest that young voters subscribed to a traditional conception of masculinity, where some elements of soft masculinity could be introduced, but



only in limited domains that are acceptable. The new age of the fashion-conscious modern man may be overstated in the context of politics, power, and responsibility.

While an explicit focus on fashion may still be perceived as negative, some positive effects of clothing are still suggested by this study. In this study, the “Formal” category closely aligned with traditional conceptions of a suit wearing man and elicited statistically similar responses from all participants. For men wanting to be viewed as powerful and responsible, the suit is symbolic of many important markers of such an identity. The suit represents hegemonic masculinity as it is a uniform of power (Foxall 2013); this leads to voters viewing it as a traditional symbol of responsibility and authority. The suit’s origins of business competence and merit-based success is also perceived as a factor of the identity of the wearer; this cultural history lends greater trust in the power and ability of the wearer (Honeyman 2002). These factors lend credence to Mark Zuckerberg wanting to be dressed in a suit and tie in political situations (Griffin 2017). Combining these cultural meanings with the proliferation of political exposure via social media platforms (Bode 2016), politicians should be conscious of the clothing that they wear. A successful brandidate will want to ensure that the right cultural meanings are communicated implicitly through his clothing, as voters are exposed to it repeatedly.

As seen in the contrasting male clothing categories used in Bell’s (1991) and Noh et al.’s (2015) studies, male clothing has expressed a shift towards casual and away from formal. Bell’s study from over 25 years ago had one casual category and both a formal and a conservative category. Like Noh et al.’s (2015) more recent study, participants from this study saw a clear distinction between both “Street Casual” and “Business Casual.” Additionally, participants in this study could not comprehend the meaning of a conservative clothing category much less determine its difference from a formal category. The results of this study suggest that male clothing has trended more to the casual end of the spectrum, with less clear understanding of the formal or conservative end. This shift away from “Formal” clothing in the dress of young voters may not have impacted their cultural understanding of the suit. Participants in this study still seem to view politicians dressed in “Formal” clothing and the traditional suit as an enduring and powerful prop and symbol of authority and traditional masculinity (Frith and Gleeson 2004; Ricciardelli et al. 2010; Thompson and Haytko 1997). However, young voters appear to view a politician in “Street Casual” clothing in a similarly positive light, especially those who are more fashion-

conscious. This may be reflective of the shift towards casual clothing in menswear as casual clothing was viewed most negatively in Bell's (1991) study. This finding may also be attributed to the growing prominence of powerful men who primarily wear "Street Casual" clothing. In modern society hip-hop moguls like Jay Z and Kanye West, arguably "Street Casual" clothing icons, are still seen as masculine and occupy positions of power and influence for young voter demographics. This cultural shift may have contributed to the positive response that a candidate in "Street Casual" clothing had on the participants of this study.

Results from this study seem to suggest a confirmation of the theory that minute details in clothing contributes to different perceptions of the overall outfit's fashion category and young voters' response to that fashion category. Like Howlett et al. (2012), this study suggests that participants noticed small details in the outfit that may have contributed to differing responses. In this study, participants seem to view the necktie as a marker of formal clothing. Regardless of other outfit details and elements, the presence of a necktie steered responses to the formal category. More prominent articles of clothing in size, such as a sports jacket, did not have this same effect. This indicates that some clothing items may work to anchor an outfit more than others; not all masculine cues are equal and vary in their clarity. This suggests that when viewing an outfit, some specific items and details may be more influential in how an outfit is perceived rather than the outfit as a whole

One implication that this study suggest is the importance with which young voters hold politics. This study presented participants with a candidate in a local city council election, a position that may have little national prestige or importance, outside of select celebrity mayors of major metropolitans, but immediate daily impacts for voters. The results of this study suggest that young voters were engaged with the process of selecting a political candidate. Young voters were also cautious in their reception of the candidate. When traits were presented that they thought to be irrelevant or undesirable, young voters showed less enthusiasm. This study suggests that while young voters may not turn out for elections as much as older voters, they are still capable of engagement with the political process.

The results of this study also seem to suggest that political orientation was not a significant factor in how young voters view the clothing of a candidate. Young voters' political orientation was not a significant moderator on voter appeal for a male political candidate. Physical appearance was

found in previous research to be a significant predictor in how voters would react to a political candidate with political orientation acting as a significant factor in this process (Hoegg and Lewis 2011; Leigh and Susilo 2009). However, neither Study 1 or Study 2 could find significant results for political orientation of young voters on candidate voter appeal when framed in a clothing context. However, this study presented the candidate without party affiliation or political orientation, which is a limitation of the current study.

Practically, this study may be able to contribute to building and managing a brandidate. Results of this study seem to indicate young voters had similarly negative responses to fashion that have been uncovered in previous research (Noh et al. 2015). It cannot be assumed without empirical evidence that contemporary audiences are more accepting of all character traits, such as a liking for fashion, or that they find these relevant in a political context. Male candidate interests or thoughts on fashion may not be explicitly communicated without fear of turning off voters; clothing may best serve as implicit message rather than an explicit one. However, this is not to suggest that politicians should turn away from fashionable clothing or giving thought to their wardrobe. In the past, brandidates like Bill Clinton and Tony Blair were able to use their cool image for political benefit (Needham 2005); contemporary politicians may benefit from dressing well and let the clothes speak for themselves (Howlett et al. 2012; Speed et al. 2015). Not only should brandidates be thinking of their platforms and soundbites, but they could vary their clothing according to the situation. Canadian Prime Minister Justin Trudeau is an excellent example of wearing a suit for official duties requiring a traditional masculine costume, but successfully donning casual clothing when interacting with his constituents (Andrew-Gee 2016)

With relation to clothing, this study suggests that a common political outfit may not be as beneficial as previously thought. Images of male politicians often show them removing their jacket and tie and rolling up their sleeves to come across as more of an everyman in an attempt to reach the masses (Holmes 2016). However, this study suggests that this look may elicit less positive responses than either the more traditional formal look or a true casual look that young voters are more familiar with. Justin Trudeau jogging in a t-shirt may be much more accessible to young voters than President Obama buying ice cream with his dress-shirt sleeves rolled up. It may be beneficial for campaign managers to stay abreast of future research into male clothing

items. In the meantime, politicians may want to keep their jacket and tie on or change into jeans and a t-shirt in order to minimize potential negative perceptions.

Future research can address the limitations of this study in several different ways. The importance of fashion-consciousness is highlighted in this study, with participants that scored higher on the FC scale having more positive responses to candidates wearing “Business Casual” and “Trendy (Daring)” clothing than participants who scored lower on the FC scale. For future studies that focus on cultural meanings and perceptions of fashion, FC should be collected with each study, including pretests. FC measures will help ensure that participants in future studies are equivalent through each step of the process.

Future research may look to expand the population that the samples are drawn from to address another limitation of this study. Rather than recruiting participants from a largely agrarian and suburban region, online data collection could be expanded using the aid of an online panel to more accurately reflect the overall population of North America. Having a more diverse sample would ensure future studies are more generalizable. It may also capture a greater range of FC scores among the participants, giving future studies the opportunity to better illustrate the differences between participants with high and low FC scores. For potential studies conducted beyond North America, other clothing items that are culturally appropriate may replace some of the clothing items used in this study. This would overcome the limited North American viewpoint this study focused on.

Another way future research on male political candidates may address a limitation of this study would be to conduct research using more simplistic variables. For studies that used exclusively written descriptions, participants can be assigned between just a control condition with no fashion elements written, and a fashion category with generalized fashion interests represented as an interest for the candidate. Not including specific fashion items, brands, and markers may alleviate some of the negative affects those descriptions elicited. This would enable future researchers to more clearly understand the differences between how voters perceive of male candidates with an interest in fashion, and one without. For future studies on male political candidates that uses a visual element, the candidate may be presented without written descriptions. Participants would rate the candidate based purely on his image, without adding written descriptions that could confound participant responses or prime participants to respond to

elements beyond the visuals presented. This simplification may help to elicit responses based solely on the clothing of the candidate. Limiting these variables may enable future studies to more successfully test for the effects of male fashion on voter appeal.

Future studies into male clothing and fashion may also benefit from taking a step back.

Individual items can have powerful meanings that changes the rest of the ensemble. This study identified that the necktie may anchor the perception of an outfit to a more formal category.

Future studies could focus on component items of menswear to examine the cultural meanings that are commonly associated with them. Neckties could be studied using qualitative methods to further understand their role as a differentiator between formal and less-formal outfits.

Additionally, a casual ensemble that politicians commonly employ, the dress shirt with rolled up sleeves and an open collar, was less well received than when the candidate was presented with a full suit and tie. The exact reasoning for the poor reception may be of interest for future studies.

Other individual clothing items may also be of interest to future studies. This study suggested that streetwear clothing may be more positively received by a younger population than in the past. Iconic streetwear items like jeans, sneakers, t-shirts, and others could be studied to further the understanding of how contemporary voters may respond to streetwear on a political candidate. Studies on streetwear in a political context will help to illustrate the continuing changes in cultural conceptions of clothing, identity, masculinity, power, and authority.

Careful analysis of individual items of menswear along with a more systematically constructed outfit may help to create more replicable studies. Much of the initial planning and Pretest 1 for this study was to modernize Bell's (1991) study and identify certain outfits that may still be culturally relevant in a contemporary context. If a series of future studies are able to establish a collection of male clothing staples that are well understood, diverse ensembles of clothing can be constructed from those items in a variety of fashion categories. Establishing such a collection would be more serviceable for male clothing items as many are decades old staples such as suits that endure over time. Rather than full outfits that may fall out of fashion, menswear staples that have endured stylistic changes over the decades may help to anchor the understanding of how menswear and the persuasiveness of certain hegemonic masculine props changes over time. With this understanding, fashion categories used in future studies may be put together more systematically with a clear understanding of how each piece fits into an ensemble. Clothing

ensembles could then be constructed quickly and tested with a sample population against established data to ensure the viability of the outfit for a contemporary study. Future studies would then be able to replicate this current study with outfits constructed with this more comprehensive understanding of male clothing items. Thus, items like the suit can be studied longitudinally over a period of decades to track how cultural perceptions of certain clothing items change over time. This would also present an opportunity to test whether the popular belief that menswear becomes less formal overtime has merit.

Beyond reaching more granular understanding of menswear, studies could be devised to explore differences in similar outfits between men and women. This study was able to update Bell's (1991) broad category of menswear in a modern political context. Research however, has not attempted to delineate distinct categories of fashion and dress for women's clothing in the same way as Bell. In fact, most have looked at how clothing is more personal for women or how women assign unique meanings to their clothing through ownership (Fowler et al. 2017; Guy and Banim 2000; Marion and Nairn 2011; Preiholt 2012; Twigg 2007). It cannot be assumed however, that distinct categories of dress do not exist for women's clothing, and that certain cultural meanings cannot be inferred and derived quickly from the way women dress.

Building upon potential research for cultural perspectives of female clothing and how they are received, the clothing and dress of female politicians is a logical companion to this study. New data suggest the 2018 election cycle in the United States will feature more women than ever before, many of whom are entering the political arena for the first time (Kurtzleben 2018). This study has examined how men in politics may enhance their voter appeal with young voters through their clothing. Similar research could be conducted for female candidates, especially in light of the recent influx of female candidates. Earlier research exist in the outfits women should wear to interviews in professional business settings (Forsythe et al. 1985; Forsythe 1990), but little research has occurred recently. There has also not been research conducted that looks at how women's dress may affect their entry into a political setting. This may have been due to the under-representation of women in a field over-represented by men, but the current political climate presents an opportunity to explore this gap in the research. In addition, many female politicians and public figures have had much written about their clothing in the popular press. Female politicians are often criticized for their sartorial choices as being too fashionable, such as

British Prime Minister Theresa May (Gowans-Eglinton 2018; Tweedy 2015), or not fashionable enough, such as German Chancellor Angela Merkel (Cochrane 2012; Foreman 2014). Unlike their male counterparts, female politicians do not have ready access to a political uniform as women's suits vary more in color, cuts, and style. With more women entering politics in the upcoming US election cycle, it is important to fill in this gap in women's fashion research that has yet to address the cultural meanings of female clothing in a political context. The growing number of women in politics would benefit from research into what clothing is seen as appropriate in a female political context, how they can use clothing and fashion to maximize their voter appeal, and how fashion in a female political context may be perceived by voters. Further research may illuminate whether Hillary Clinton has any options to engage with criticism for her stylistic choices and penchant for colorful pantsuits (Armstrong 2016).

## CHAPTER 5: CONCLUSION

While this study did not generate mixed results, much has been learned during this research. Initial results from Study 1 were significant; given a more diverse population of young voters with higher fashion-consciousness it is likely that Study 2 could have yielded similar results. The data collected will help inform future studies that will further examine both male and female clothing. This knowledge gained, both from the significant results in Study 1 and the inconclusive results in Study 2, will help craft future research.

Despite the lack of significant results, data collected from all studies and pretests do provide for unique insights. Modern society may not be quite so ready to move on from traditional masculinity; the data suggests that the suit lives on in a male politician's wardrobe. And while there may be room to be interested in clothing and fashion, any explicit displays of such may be less well-received by most young people, especially those who are not fashion-conscious. Some casual clothing, specifically "Street Casual" clothing that is commonly worn by a young voter population, may have positive effects on a candidate's voter appeal. This may be due to cultural shifts in perceptions of casual clothing that may have elevated this category in relation to others. Additionally, "Street Casual" clothing may benefit politicians by increasing the perceptions of accessibility amongst young voters. These effects may help to explain some of the popularity that Justin Trudeau has experienced with young voters since becoming the Prime Minister of Canada (Andrew-Gee 2016). While Trudeau is often seen in a suit for government functions, images of him jogging in shorts and t-shirt or other casual clothes are a common sight on social media.

Some of the written responses and results from this study suggest that "Trendy (Daring)" suits, such as those in unique colors and more fashionable cuts and compositions, may be utilized by male politicians to create a more unique and approachable brand image. While "Trendy (Daring)" clothing may often be exclusive in pricing, Pretest 1 has shown that young voters were not able to recognize the cost of "Trendy (Daring)" clothing and may not relate exclusive pricing to these outfits. This benefit was not enjoyed by traditionally "Formal" clothing, as participants generally viewed clothing items in that category to be the domain of an out-of-touch wealthy class. Therefore, for politicians, wearing a fashionable suit that is not in a conservative blue may provide some benefits. Trendy suits may anchor the wearer in the formal suiting traditions of



Western male identity but enhance that perception by tapping into the approachable accessibility of more casual clothing. By adopting more accessible clothing, politicians may implicitly communicate an alternative masculinity that is not necessarily subordinate or deviant in culturally appropriate situations (Noh et al. 2015). These more fashionable clothing props may be used to communicate masculine ideals that were unavailable to brandidates in years past. As politicians already experience scrutiny in the popular press for their wardrobe, efforts to dress more stylish or trendy and personalize their clothing like their female counterparts may cause minimal harm (Gove-White 2001). Wearing trendy suits could be beneficial to brandidates' voter appeal by creating a more memorable brand image in a relevant political domain.

These efforts could help politicians overcome the sense of alienation many young voters feel and reach a group that is much more difficult to engage than older voters (Nickerson 2006). Given the low levels of young voter turnout, any inroads into engaging this demographic should be pursued. Even if he does not intend to run for public office, Mark Zuckerberg may benefit from these findings as he finds himself more frequently in the public eye in a political context. Perhaps changing out his casual t-shirt and hoodie for a navy suit is not as safe a choice as previously expected. The suit and tie, being a uniform-like traditional politician's costume, can serve as a norm that established politicians return to. But young voters may be more receptive to seeing him in his established image of jeans, t-shirt, and a hoodie. The casual appearance may deviate from this norm but would allow Mark Zuckerberg to build upon the norm with his personal brand. And if Mark Zuckerberg wants to appear more in line with the cultural conceptions of masculinity and political authority, he may be better served to take inspiration from another brand owned by Facebook and emulate the dress of an Instagram menswear model.

## Appendix A: Study 1



## *STUDY 1* *Participant Consent Form*

**You are invited to participate in a research study entitled: Political Marketing Study 1**

**Researcher(s):** Lincoln Lu, Graduate Student, Management and Marketing, Edwards School of Business, University of Saskatchewan, 306-966-8440, lil238@mail.usask.ca.

**Supervisor:** Barbara Phillips, Management and Marketing, 306-966-8440, bphillips@edwards.usask.ca

**Purpose(s) and Objective(s) of the Research:**

- This research seeks to gain a greater understanding of political marketing.

**Procedures:**

- The following questionnaire consists of information provided by the researcher, and several corresponding questions. Please read the information provided and the questions, and answer to the best of your ability. This questionnaire will take approximately 15-30 minutes to complete. Please complete this questionnaire individually before returning it to the researcher.
- Please feel free to ask any questions regarding the procedures and goals of the study or your role.

**Potential Risks:**

- There are no known or anticipated risks to you by participating in this research
- Debriefing will be available following the conclusion of this study. Participants who wish to receive a debriefing email can sign up on a separate form provided by the researcher. Participation in the debriefing process will not lead to identification of you or your questionnaire. All study materials will remain separate, anonymous, and confidential.
- This study is studying young voters' responses to political marketing. If you are not in the 18-29 age group, your questionnaire will not be included as part of the study.

**Potential Benefits:**

- This study may contribute to greater understanding of political marketing; however, this is not a guaranteed outcome of this study. If contributions are made to the understanding of political marketing, results from this study may contribute to political activity.

**Compensation:**

- Participants will not be compensated for participation in this study.

**Confidentiality:**

- Participation in this study is voluntary. Participants may withdraw from the research at any point prior to submitting the following questionnaire to the researcher. The research team will not be able to withdraw individual responses after questionnaires have been submitted as no identifying information is included in the questionnaire and participants' responses are anonymous.
- Questionnaires will be kept in a locked storage facility on campus following data collection. The research team will then transfer the physical questionnaire to an electronic database. Physical questionnaires will be destroyed using a confidential shredding device following data transfer.
- Data from this study will contribute to a Master's thesis, journal articles, and conference presentations.
- Although the data from this research project will be published and presented at conferences, the data will be reported in aggregate form, so that it will not be possible to identify individuals. Please do not put your name or other identifying information on the questionnaire.
- **Storage of Data:**
  - Electronic data will be kept for 5 years in a password protected file on a secured server by the research team. Following this 5 year period, electronic data will be erased.

#### **Right to Withdraw:**

- Your participation is voluntary and you can answer only those questions that you are comfortable with. You may withdraw from the research project for any reason, at any time prior to submitting the questionnaire to the researcher without explanation or penalty of any sort.
- Whether you choose to participate or not will have no effect on your position or how you will be treated.
- Should you wish to withdraw; incomplete questionnaires will be destroyed by the research team using a confidential shredding device. The answers you provided in the incomplete questionnaire will not be used as part of the study.
- Your right to withdraw data from the study will apply until questionnaires are submitted to the research team. After this point, it is not possible to identify which anonymous questionnaire is yours. It will not be possible for the research team to withdraw your data at this point.

#### **Follow up:**

- To obtain results from the study, please leave your contact email address on a separate debriefing signup sheet. An individual email will be sent out to all participants who wish to engage in the debriefing process following the completion of this study.

#### **Questions or Concerns:**

- Contact the researcher(s) using the information at the top of page 1;
- This research project has been approved on ethical grounds by the University of Saskatchewan Research Ethics Board. Any questions regarding your rights as a participant may be addressed to that committee through the Research Ethics Office

[ethics.office@usask.ca](mailto:ethics.office@usask.ca) (306) 966-2975. Out of town participants may call toll free (888) 966-2975.

**Consent:**

By completing and submitting the questionnaire, **YOUR FREE AND INFORMED CONSENT IS IMPLIED** and indicates that you understand the above conditions of participation in this study.

## **Political Marketing Study**

In this study, you will be asked for your thoughts and opinions on a local candidate for an upcoming city council election. Read each question carefully, and answer the questions that follow.

There are no right or wrong answers to any of these questions. There is no need to puzzle or struggle over your answers; just give your first, honest response.

We want your genuine reactions, positive or negative. Different people like and dislike different things for different reasons. We are looking for your personal view points.

Please do not discuss your answers with anyone. You need only speak for yourself.

Please do not go back to any previous sections at any time in this study. Once you have completed a page, please leave it in your original state, and do not return to alter any of your responses.

**Turn the page  
to begin** 

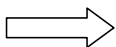
### Part A (Control)

In the following section, you will find a written description of a candidate for an upcoming local city council election. Please read the description and answer the following questions.

Eric Hammond is running for city council.

Eric is a 41 year old local lawyer who is married with two children. Eric received his law degree from the University of Saskatchewan and has practiced law locally for the past 15 years. Eric, and his family, are active members of the local community. Eric is very proud of his work on the board of the Cancer Society and the positive impacts his philanthropic efforts have made.

1. Please provide your thoughts, feelings, and opinions about the candidate in the space provided:

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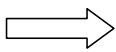
### Part A (Street Casual)

In the following section, you will find a written description of a candidate for an upcoming local city council election. Please read the description and answer the following questions.

Eric Hammond is running for city council.

Eric is a 41 year old local lawyer who is married with two children. Eric received his law degree from the University of Saskatchewan and has practiced law locally for the past 15 years. Eric, and his family, are active members of the local community. Eric is very proud of his work on the board of the Cancer Society and the positive impacts his philanthropic efforts have made. On the personal side, Eric has an interest in fashion. Eric can usually be found in an American Eagle t-shirt, his Levi's jeans, a pair of Nike sneakers, and an Adidas baseball hat.

1. Please provide your thoughts, feelings, and opinions about the candidate in the space provided:

**Turn the page  
to continue** 

### Part A (Business Casual)

In the following section, you will find a written description of a candidate for an upcoming local city council election. Please read the description and answer the following questions.

Eric Hammond is running for city council.

Eric is a 41 year old local lawyer who is married with two children. Eric received his law degree from the University of Saskatchewan and has practiced law locally for the past 15 years. Eric, and his family, are active members of the local community. Eric is very proud of his work on the board of the Cancer Society and the positive impacts his philanthropic efforts have made. On the personal side, Eric has an interest in fashion. Eric can usually be found in a Ralph Lauren blazer, Lacoste polo shirt, Banana Republic khaki pants, and a pair of Calvin Klein loafers.

1. Please provide your thoughts, feelings, and opinions about the candidate in the space provided:



### Part A (Formal)

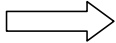
In the following section, you will find a written description of a candidate for an upcoming local city council election. Please read the description and answer the following questions.

Eric Hammond is running for city council.

Eric is a 41 year old local lawyer who is married with two children. Eric received his law degree from the University of Saskatchewan and has practiced law locally for the past 15 years. Eric, and his family, are active members of the local community. Eric is very proud of his work on the board of the Cancer Society and the positive impacts his philanthropic efforts have made.

On the personal side, Eric has an interest in fashion. Eric can usually be found in a Prada suit, an Armani dress shirt, a Burberry tie, and a pair of Hugo Boss leather dress shoes.

1. Please provide your thoughts, feelings, and opinions about the candidate in the space provided:

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### Part A (Trendy [Daring])

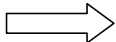
In the following section, you will find a written description of a candidate for an upcoming local city council election. Please read the description and answer the following questions.

Eric Hammond is running for city council.

Eric is a 41 year old local lawyer who is married with two children. Eric received his law degree from the University of Saskatchewan and has practiced law locally for the past 15 years. Eric, and his family, are active members of the local community. Eric is very proud of his work on the board of the Cancer Society and the positive impacts his philanthropic efforts have made.

On the personal side, Eric has an interest in fashion. Eric can usually be found in a Supreme t-shirt with a pair of G-Star jeans, paired with some funky Gucci socks, and colorful Versace sneakers.

1. Please provide your thoughts, feelings, and opinions about the candidate in the space provided:

**Turn the page  
to continue** 

2. Based on the information provided, please rate your opinion of the candidate. Circle one number from the following options.

Strongly dislike						Strongly like
1	2	3	4	5	6	7

3. Assume you are able to vote in the next election. Based on the information provided, how likely are you to vote for the described candidate? Circle one number from the following options.

Unlikely						Likely
1	2	3	4	5	6	7

4. Based on the information provided, how attractive do you perceive the described candidate to be? Circle one number from the following options.

Not attractive						Very attractive
1	2	3	4	5	6	7

5. Based on the information provided, how competent do you perceive the described candidate to be? Circle one number from the following options.

Not competent						Very competent
1	2	3	4	5	6	7

**Turn the page  
to continue** ➡

## Part B

In this section, we would like to get your thoughts and opinions about politics.

1. Please provide **your personal political outlook** on the scale below. Circle one number from the following options that best describes **yourself**.

Most liberal										Most conservative
1	2	3	4	5	6	7	8	9	10	11

2. In the space provided below, write the political party you most identify with.

--

**Turn the page  
to continue** 

## Part C

In this section, we would like to get your thoughts and opinions about clothing and fashion.

1. From the following options, please select the clothing style that best describes the clothing style you wear most often.

Street casual ☐

Business casual ☐

Formal ☐

Trendy (daring) ☐

2. Please indicate the degree to which each of the following statements describes you by circling the appropriate number on the scale.

1. I am involved with the clothes I wear.

0   1   2   3   4

2. I am aware of people's shirts as fashion objects.

0   1   2   3   4

3. I'm generally attentive to my inner feelings about the clothes I wear.

0   1   2   3   4

4. I reflect about the fashions I wear a lot.

0   1   2   3   4

5. I read fashion magazines.

0   1   2   3   4

6. I'm aware of people's shoes as a fashion object.

0   1   2   3   4

7. I'm more fashionable than the average person.

0   1   2   3   4

8. I'm aware of people's hairstyles as fashion objects.

0   1   2   3   4

The response values  
correspond to:

0 = Not at all

1 = A little

2 = About 50/50

3 = Fairly well

4 = Very well

**Turn the page  
to continue →**

## 2. Continued

9. I wouldn't be where I am today without looking good.

0 1 2 3 4

10. I'm always shopping for new fashions.

0 1 2 3 4

11. I'm aware of people's hats as fashion objects.

0 1 2 3 4

12. I usually notice how some people are more fashionable than others.

0 1 2 3 4

13. I'm alert to changes in fashion.

0 1 2 3 4

14. I would say I'm fashion-conscious.

0 1 2 3 4

15. I'm usually aware of my motives when I buy clothes.

0 1 2 3 4

16. I'm usually the first to try new fashions.

0 1 2 3 4

17. I'm self-conscious about how my clothes look at work.

0 1 2 3 4

18. I usually only shop in fashionable stores.

0 1 2 3 4

19. I'm aware of people's jewelry as fashion objects.

0 1 2 3 4

20. Other people ask me what is fashionable.

0 1 2 3 4

The response values  
correspond to:

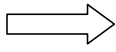
0 = Not at all

1 = A little

2 = About 50/50

3 = Fairly well

4 = Very well

**Turn the page  
to continue** 

## Part D

In this section, we would like to you to tell us about yourself.

1. What is your age? Please write your current age below.

\_\_\_\_\_

2. What is your gender? Please select one.

Male ☐

Female ☐

Other/Prefer not to disclose ☐

3. On the attached scale, please circle the number that corresponds to your level of familiarity with fashion in North America.

Not very familiar						Very familiar
1	2	3	4	5	6	7

**Thank you for your help!**

**We really appreciate it!**

**Please put the completed questionnaire back in the envelope.**

## **Appendix B: Pretest 1**

### **Political Marketing Questionnaire**

In this study, you will be asked for your thoughts and opinions on several topics. Read each question carefully, and answer the questions that follow.

There are no right or wrong answers to any of these questions. There is no need to puzzle or struggle over your answers; just give your first, honest response.

We want your genuine reactions, positive or negative. Different people like and dislike different things for different reasons. We are looking for your personal view points.

Please do not discuss your answers with anyone. You need only speak for yourself.

Please do not go back to any previous sections at any time in this study. Once you have completed a page, please leave it in your original state, and do not return to alter any of your responses.

**Turn the page  
to begin**



## Part A

Part A asks you questions regarding a local male politician who is running for city council in the next municipal election. Please answer all questions.

1. Below are two names for male political candidates. Please select the name you feel more positively about. Please check only one box.

Eric Hammond ☐

John Roberts ☐

2. In which age group would you prefer your city councilor to be? Please select one.

18-29 ☐

30-49 ☐

50-64 ☐

65 and Over ☐

3. What marital status would you prefer your city councilor to have? Please select one.

Single ☐

Married ☐

Other ☐

4. How many children would you prefer your councilor to have? Please select one.

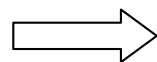
None ☐

One child ☐

Two children ☐

More than two children ☐

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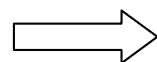
5. Please rate the occupation you would prefer your city councilor to have, please circle the appropriate number for each occupation.

Occupation	Least preferred						Most preferred
Accountant	1	2	3	4	5	6	7
Business owner	1	2	3	4	5	6	7
High school teacher	1	2	3	4	5	6	7
Lawyer	1	2	3	4	5	6	7
Medical doctor	1	2	3	4	5	6	7
Pharmacist	1	2	3	4	5	6	7

6. Please rate the charitable organization's board of directors that your preferred city councilor would be a member of, please circle the appropriate number for each organization.

Organization	Least preferred						Most preferred
Cancer Society	1	2	3	4	5	6	7
Children's Hospital Foundation	1	2	3	4	5	6	7
Heart and Stroke Foundation	1	2	3	4	5	6	7
Red Cross	1	2	3	4	5	6	7
Salvation Army	1	2	3	4	5	6	7
United Way	1	2	3	4	5	6	7
World Vision	1	2	3	4	5	6	7

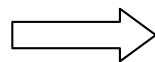
**Turn the page**



7. Below are a selection of possible hobbies, interests, and activities of a political candidate. Please circle the number on each 7-point scale based on your personal belief.

	Items least preferred to be a hobby, activity, or interest of a political candidate						Items most preferred to be a hobby, activity, or interest of a political candidate
Basketball	1	2	3	4	5	6	7
Billiards	1	2	3	4	5	6	7
Boating	1	2	3	4	5	6	7
Bowling	1	2	3	4	5	6	7
Car restoration	1	2	3	4	5	6	7
Collecting stamps	1	2	3	4	5	6	7
Cooking	1	2	3	4	5	6	7
Golf	1	2	3	4	5	6	7
Hunting	1	2	3	4	5	6	7
Jet skiing	1	2	3	4	5	6	7
Kayaking	1	2	3	4	5	6	7
Mountain biking	1	2	3	4	5	6	7
Painting	1	2	3	4	5	6	7
Photography	1	2	3	4	5	6	7
Playing the Piano	1	2	3	4	5	6	7
Road cycling	1	2	3	4	5	6	7

**Turn the page**



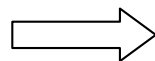
## Part B

In this section, we would like to get your thoughts and opinions about clothing and brands.

1. Please describe the **type of clothing** that would best fit into each of the following categories, for example, “jeans” might be a type of casual clothing. Provide as many examples as you can (at least 3) in each category.

Casual	
Conservative	
Fashionable	
Formal	

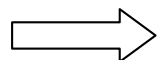
**Turn the page**



2. Please list the **brands of clothing** that would best fit into each of the following categories, for example, “Levi’s” might be a brand of casual clothing. Provide as many examples as you can (at least 3) in each category.

Casual	
Conservative	
Fashionable	
Formal	

**Turn the page**

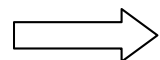


**DO NOT TURN BACK TO YOUR PREVIOUS ANSWERS**

3. Please identify the category you believe each clothing item best fits into. Please select only one category for each item with a check mark.

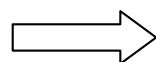
<b>Clothing item</b>	<b>Casual</b>	<b>Conservative</b>	<b>Fashionable</b>	<b>Formal</b>
Ascot				
Bedazzled leather jacket				
Blazer				
Bomber jacket				
Bowtie				
Button-up shirt				
Cape				
Cargo pants				
Chelsea boots				
Colored socks				
Cummerbund				
Dress pants				
Flannel shirt				
Fur coat				
High top shoes				
Hoodies				
Invisible sock (no sock look)				
Jean jacket				
Joggers				
Khaki pants				
Kilt				
Knit tie				
Leather pants				
Leather shoes				
Loafers				
Mandarin collar jacket				
Mandarin collar shirt				
Motorcycle jacket				
Neck tie				
Overalls				
Oxfords				
Patterned socks				
Plaid shirt				
Polo shirt				

**Turn the page**



<b>Clothing item</b>	<b>Casual</b>	<b>Conservative</b>	<b>Fashionable</b>	<b>Formal</b>
Riding boots				
Scarf				
Shorts				
Sneakers				
Suit (double breasted)				
Suit (short hemmed pants and sleeves)				
Suit (2 piece)				
Suit (3 piece)				
Sweatpants				
Suspenders				
Tails jacket				
Tank top				
T-shirt				
Track suit				
Trench coat				
Tuxedo				
Vest				

**Turn the page**

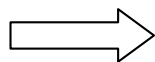


**DO NOT TURN BACK TO YOUR PREVIOUS ANSWERS**

4. Please identify the category you believe each clothing brand best fits into. Please select only one category for each brand with a check mark.

<b>Clothing brand</b>	<b>Casual</b>	<b>Conservative</b>	<b>Fashionable</b>	<b>Formal</b>
7 For All Mankind				
Abercrombie & Fitch				
Adidas				
Aeropostale				
Aldo				
Alexander McQueen				
Allen Edmonds				
American Apparel				
American Eagle				
Anderson & Sheppard				
APC				
Armani				
Banana Republic				
Belstaf				
Ben Sherman				
Berlutti				
Bottega Veneta				
Brioni				
Brooks Brothers				
Bruno Cucinelli				
Bugatchi				
Burberry				
Burton				
Calvin Klein				
Canali				
Carharts				
Chanel				
Converse				
DC				
Diesel				
Dior Homme				
Dolce & Gabbana				

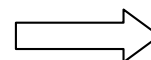
**Turn the page**





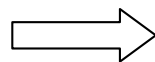
<b>Clothing brand</b>	<b>Casual</b>	<b>Conservative</b>	<b>Fashionable</b>	<b>Formal</b>
Dormeuil				
Drake's of London				
D-Squared 2				
Ecco				
Ermenegildo Zegna				
Eton				
Fred Perry				
Gieves and Hawkes				
G-Star				
Gucci				
Guess				
Helly Hansen				
Hermes				
Herschel				
Hugo Boss				
Huntsman & Sons Saville Row				
J. Crew				
Jack Spade				
Jack Victor				
John Lobb				
Kenneth Cole				
Lacoste				
Levi's				
Loro Pianna				
Louis Vuitton				
Lulu Lemon				
MEC				
Michael Kors				
Nautica				
Neff				
Nike				
North Face				
Patagonia				
Paul Smith				
Paul Stuart				
Perry Ellis				
Prada				

**Turn the page**



<b>Clothing item</b>	<b>Casual</b>	<b>Conservative</b>	<b>Fashionable</b>	<b>Formal</b>
Puma				
Ralph Lauren				
REI				
Robert Graham				
RVCA				
Salvatore Ferragamo				
Sanuks				
Strellson				
The Gap				
Thom Browne				
Thrasher				
Tiger of Sweden				
Timberland				
Tom Ford				
Tommy Hilfiger				
Tom's				
Turnbull & Asser				
Valentino				
Vans				
Versace				
YSL/Saint Laurent				

**Turn the page**



### Part C

In this section, we would like to you to tell us about yourself.

1. What is your age? Please write your current age below clearly.

\_\_\_\_\_

2. What is your gender? Please select one.

Male

☐

Female

☐

Other/Prefer not to disclose

☐

3. On the attached scale, please circle the number that corresponds to your level of familiarity with fashion in North America.

Not familiar						Very familiar
1	2	3	4	5	6	7

**Thank you for your help!**

**We really appreciate it!**

**Please submit this booklet to the researcher.**

## **Appendix C: Study 2**

### **Voxco Consent language**

You are invited to participate in a research study entitled: Political Marketing Study. The researcher of this study is: Lincoln Lu, graduate student, Department of Management and Marketing, University of Saskatchewan, 306-966-8440, lil238@mail.usask.ca. The supervisor for this study is Barbara Phillips, Department of Management and Marketing, 306-966-8440, bphillips@edwards.usask.ca.

The purpose of this study is to understand your thoughts, opinions, and evaluations of a political candidate for local city council. You will be asked to read a written description of a political candidate and give your opinions in a questionnaire. The study will take approximately 15 minutes to complete. There are no known risks to participating in this survey; however, as with any online related activity the risk of breach of confidentiality is possible. The data will be presented in aggregate form and you will not be identified in any way.

As a thank you for your time and your participation, at the beginning of this survey, you will be provided an opportunity to have your name entered into a draw to win \$25.00. Following the completion of this survey, a second opportunity will be provided to have your name entered into a draw to win \$74.00. Contact information obtained for the purposes of the draw will not be linked to your survey responses and will be administered separately by the Social Sciences Research Laboratories (SSRL) of the University of Saskatchewan.

Participants may receive results of the study by leaving their email address following the completion of the survey and prize entries.

This survey is hosted by Voxco, a Canadian-owned and managed company whose data is securely stored in Canada. Please consider printing this page for your records.

This research project has been approved on ethical grounds by the University of Saskatchewan Research Ethics Board. Any questions regarding your rights as a participant may be addressed to that committee through the Research Ethics Office [ethics.office@usask.ca](mailto:ethics.office@usask.ca); (306) 966-2975. Out of town participants may call toll free (888) 966-2975.

In order to complete this survey, you may be required to answer certain questions; however, you are never obligated to respond and you may withdraw from the survey at any time by closing your internet browser. Once the questionnaire is submitted, it cannot be removed from the study.

By selecting next and completing this questionnaire, your free and informed consent is implied and indicates that you understand the above conditions to participate in this study. If there are questions or concerns, please contact the researchers based on the information above.

## **Political Marketing Study**

In this study, you will be asked for your thoughts and opinions on a local candidate for an upcoming city council election. Please read each question carefully, and answer the questions that follow.

There are no right or wrong answers to any of these questions. There is no need to puzzle or struggle over your answers; just give your first, honest response.

We want your genuine reactions, positive or negative. Different people like and dislike different things for different reasons. We are looking for your personal view points.

Please do not discuss your answers with anyone. You need only speak for yourself.

Please do not use the back button to return to any previous sections or change any of your responses.

### Part A (Street Casual)

In the following section, you will find a written description of a candidate for an upcoming local city council election. Please read the description, and answer the following questions.

Eric Hammond is running for city council.

Eric is a 41 year old local lawyer who is married with two children. Eric received his law degree from the University of Saskatchewan and has practiced law locally for the past 15 years. Eric, and his family, are active members of the local community. Eric is very proud of his work on the board of the Cancer Society and the positive impacts his philanthropic efforts have made. On the personal side, Eric has an interest in fashion. Eric can usually be found in an American Eagle t-shirt, his Levi's jeans, a pair of Nike sneakers, and an Adidas baseball hat.



1. Please provide your thoughts, feelings, and opinions about the candidate in the space provided:

### Part A (Business Casual)

In the following section, you will find a written description of a candidate for an upcoming local city council election. Please read the description, and answer the following questions.

Eric Hammond is running for city council.

Eric is a 41 year old local lawyer who is married with two children. Eric received his law degree from the University of Saskatchewan and has practiced law locally for the past 15 years. Eric, and his family, are active members of the local community. Eric is very proud of his work on the board of the Cancer Society and the positive impacts his philanthropic efforts have made. On the personal side, Eric has an interest in fashion. Eric can usually be found in a Ralph Lauren blazer, Lacoste polo shirt, Banana Republic khaki pants, and a pair of Calvin Klein loafers.



1. Please provide your thoughts, feelings, and opinions about the candidate in the space provided:

### Part A (Formal)

In the following section, you will find a written description of a candidate for an upcoming local city council election. Please read the description, and answer the following questions.

Eric Hammond is running for city council.

Eric is a 41 year old local lawyer who is married with two children. Eric received his law degree from the University of Saskatchewan and has practiced law locally for the past 15 years. Eric, and his family, are active members of the local community. Eric is very proud of his work on the board of the Cancer Society and the positive impacts his philanthropic efforts have made. On the personal side, Eric has an interest in fashion. Eric can usually be found in a Prada suit, an Armani dress shirt, a Burberry tie, and a pair of Hugo Boss leather dress shoes.



1. Please provide your thoughts, feelings, and opinions about the candidate in the space provided:



### Part A (Trendy [Daring])

In the following section, you will find a written description of a candidate for an upcoming local city council election. Please read the description, and answer the following questions.

Eric Hammond is running for city council.

Eric is a 41 year old local lawyer who is married with two children. Eric received his law degree from the University of Saskatchewan and has practiced law locally for the past 15 years. Eric, and his family, are active members of the local community. Eric is very proud of his work on the board of the Cancer Society and the positive impacts his philanthropic efforts have made.

On the personal side, Eric has an interest in fashion. Eric can usually be found in a Supreme t-shirt with a pair of G-Star jeans, paired with some funky Gucci socks, and colorful Versace sneakers.



1. Please provide your thoughts, feelings, and opinions about the candidate in the space provided:

2. Based on the information provided, please rate your opinion of the candidate. Click on one number from the following options.

Strongly dislike						Strongly like
1	2	3	4	5	6	7

3. Assume you are able to vote in the next election. Based on the information provided, how likely are you to vote for the described candidate? Click on one number from the following options.

Unlikely						Likely
1	2	3	4	5	6	7

4. Based on the information provided, how attractive do you perceive the described candidate to be? Click on one number from the following options.

Not attractive						Very attractive
1	2	3	4	5	6	7

5. Based on the information provided, how competent do you perceive the described candidate to be? Click on one number from the following options.

Not competent						Very competent
1	2	3	4	5	6	7

## Part B

In this section, we would like to get your thoughts and opinions about politics.

1. Please provide **your personal political outlook** on the scale below. Click on one number from the following options that best describes **yourself**.

Most liberal										Most conservative
1	2	3	4	5	6	7	8	9	10	11

2. In the space provided below, please provide the political party you most identify with.

--

## Part C

In this section, we would like to get your thoughts and opinions about clothing and fashion.

1. From the options provided below, please select the personal clothing style you wear most often.

Street casual ☐

Business casual ☐

Formal ☐

Trendy (daring) ☐

2. Based on the info provided, how similar do you perceive the described candidate clothing style to your own personal clothing style **you** wear most often?

Not similar						Very similar
1	2	3	4	5	6	7

3. Please indicate the degree to which each of the following statements describes you by clicking the appropriate number on the scale.

1. I am involved with the clothes I wear.

0 1 2 3 4

2. I am aware of people's shirts as fashion objects.

0 1 2 3 4

3. I'm generally attentive to my inner feelings about the clothes I wear.

0 1 2 3 4

4. I reflect about the fashions I wear a lot.

0 1 2 3 4

5. I read fashion magazines.

0 1 2 3 4

The response values  
correspond to:

0 = Not at all

1 = A little

2 = About 50/50

3 = Fairly well

4 = Very well

6. I'm aware of people's shoes as a fashion object.

0 1 2 3 4

7. I'm more fashionable than the average person.

0 1 2 3 4

8. I'm aware of people's hairstyles as fashion objects.

0 1 2 3 4

9. I wouldn't be where I am today without looking good.

0 1 2 3 4

10. I'm always shopping for new fashions.

0 1 2 3 4

11. I'm aware of people's hats as fashion objects.

0 1 2 3 4

12. I usually notice how some people are more fashionable than others.

0 1 2 3 4

13. I'm alert to changes in fashion.

0 1 2 3 4

14. I would say I'm fashion-conscious.

0 1 2 3 4

15. I'm usually aware of my motives when I buy clothes.

0 1 2 3 4

16. I'm usually the first to try new fashions.

0 1 2 3 4

17. I'm self-conscious about how my clothes look at work.

0 1 2 3 4

18. I usually only shop in fashionable stores.

0 1 2 3 4

19. I'm aware of people's jewelry as fashion objects.

0 1 2 3 4

20. Other people ask me what is fashionable.

0 1 2 3 4

The response values  
correspond to:

0 = Not at all

1 = A little

2 = About 50/50

3 = Fairly well

4 = Very well

## Part D

In this section, we would like to you to tell us about yourself.

1. What is your age? Please provide your current age below.

2. What is your gender? Please select one.

Male ☐

Female ☐

Other/Prefer not to disclose ☐

3. On the attached scale, please click on the number that corresponds to your level of familiarity with fashion in North America.

Not very familiar						Very familiar
1	2	3	4	5	6	7

**Thank you for your help!**

**We really appreciate it!**

## **Appendix D: Pretest 2.1**

### **Political Marketing Study**

In this study, you will be asked for your thoughts and opinions on several images. Please look at each image carefully, and answer the questions that follow.

There are no right or wrong answers to any of these questions. There is no need to puzzle or struggle over your answers; just give your first, honest response.

We want your genuine reactions, positive or negative. Different people like and dislike different things for different reasons. We are looking for your personal view points.

Please do not discuss your answers with anyone. You need only speak for yourself.

Please do not go back to any previous sections at any time in this study. Once you have completed a page, please leave it in your original state, and do not return to alter any of your responses.

**Turn the page  
to begin** 

## Part A

1. Please carefully examine the image below. Please select the category you believe the clothing best fits into. Please mark your selection with a check mark.



Street casual ☐

Business casual ☐

Formal ☐

Trendy (daring) ☐

**Turn the page  
to continue** →



2. Please carefully examine the image below. Please select the category you believe the clothing best fits into. Please mark your selection with a check mark.



- Street casual ☐
- Business casual ☐
- Formal ☐
- Trendy (daring) ☐

**Turn the page  
to continue** →

3. Please carefully examine the image below. Please select the category you believe the clothing best fits into. Please mark your selection with a check mark.



- Street casual ☐
- Business casual ☐
- Formal ☐
- Trendy (daring) ☐

**Turn the page  
to continue** ➡

4. Please carefully examine the image below. Please select the category you believe the clothing best fits into. Please mark your selection with a check mark.



- Street casual ☐
- Business casual ☐
- Formal ☐
- Trendy (daring) ☐

**Turn the page  
to continue** →

5. Please carefully examine the image below. Please select the category you believe the clothing best fits into. Please mark your selection with a check mark.



- Street casual ☐
- Business casual ☐
- Formal ☐
- Trendy (daring) ☐

**Turn the page  
to continue** →



6. Please carefully examine the image below. Please select the category you believe the clothing best fits into. Please mark your selection with a check mark.



Street casual ☐

Business casual ☐

Formal ☐

Trendy (daring) ☐

**Turn the page  
to continue** →

7. Please carefully examine the image below. Please select the category you believe the clothing best fits into. Please mark your selection with a check mark.



- Street casual ☐
- Business casual ☐
- Formal ☐
- Trendy (daring) ☐

**Turn the page  
to continue** ➡

8. Please carefully examine the image below. Please select the category you believe the clothing best fits into. Please mark your selection with a check mark.



- Street casual ☐
- Business casual ☐
- Formal ☐
- Trendy (daring) ☐

**Turn the page  
to continue** →

9. Please carefully examine the image below. Please select the category you believe the clothing best fits into. Please mark your selection with a check mark.



- Street casual ☐
- Business casual ☐
- Formal ☐
- Trendy (daring) ☐

**Turn the page  
to continue** →



## Part B

In this section, we would like to you to tell us about yourself.

1. What is your age? Please write your current age below.

\_\_\_\_\_

2. What is your gender? Please select one.

Male ☐

Female ☐

Other/Prefer not to disclose ☐

3. On the attached scale, please circle the number that corresponds to your level of familiarity with fashion in North America.

Not very familiar						Very familiar
1	2	3	4	5	6	7

**Thank you for your help!**

**We really appreciate it!**

**Please submit this booklet to the researcher.**

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